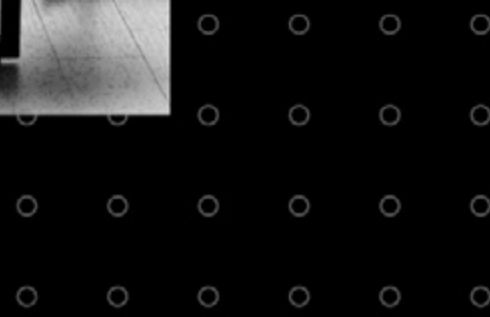
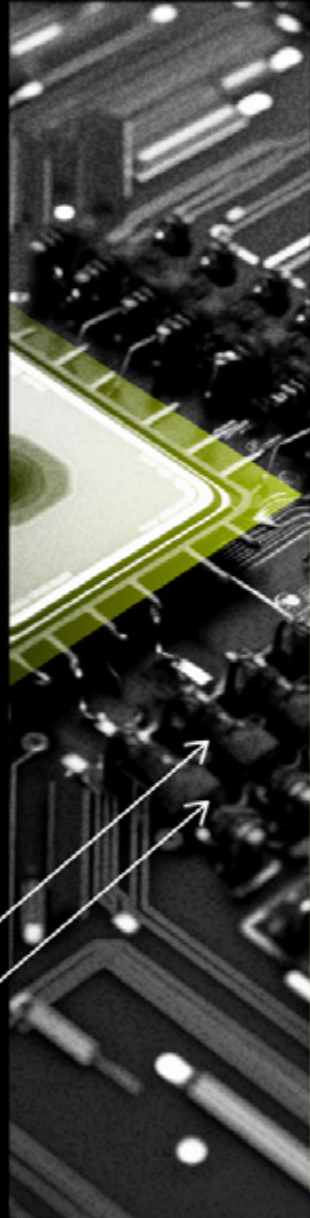
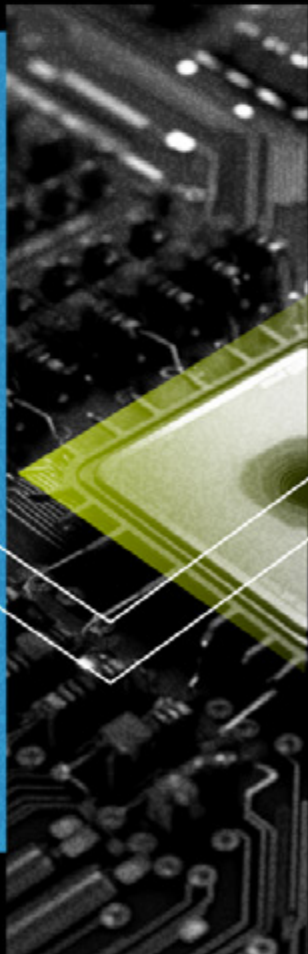


AI, CARBON, AND TALENT BENCHMARKING

New Data Shows the How of Zero100 Supply Chains



This research report shares our vision on what makes a **Zero Percent Carbon, 100% Digital supply chain**. We distinguish three key differentiators that separate leaders from laggards across AI, carbon, and talent, revealing new insights and execution case studies that illustrate the stakes are, among other things, revenue growth, progress on sustainability, and future-ready talent.

Zero Percent Carbon, 100% Digital. It is a simple but compelling vision of where chief supply chain and operations officers are driving their organizations. The legacy these leaders leave behind will determine whether their businesses grow and thrive – and if they will do so responsibly – in a rapidly changing digital environment. The report, available now in full for Zero100 members, benchmarks where supply chain and operations leaders are against this vision now and the specifics of how they're accelerating down the path.

This preview shares some of our key findings and conclusions.

THE QUESTION IS NOT IF WE SHOULD BUILD ZERO100 SUPPLY CHAINS... BUT HOW

Measuring the gap between leaders and laggards on the priorities of digital, carbon, and talent, we found that:

- Digital hiring is highly correlated with revenue growth as well as a company's ability to hit revenue expectations. Companies leading the charge for AI/ML hiring grew revenue at **2.7x** the rate of those hiring for AI/ML skills less aggressively.
- Digital leaders are **40%** more likely to have publicly set SBTi targets and **3x** more likely to be ahead of their targets.
- Digital leaders have drastically picked up their hiring for AI/ML skills since the rise of ChatGPT and are now hiring for that skill set at **4.5x** the rate of their peers.

The Zero100 transformation journey requires changing both people and systems, and the question is not if we should work to build resilient, responsive, and responsible supply chains but rather **how** to do it. We take each of these three priorities – digital, Scope 3, and talent – in turn, sharing data, insights, and use cases to reveal how leaders are – and can – accelerate toward a Zero100 future.

ZERO100 LEADERS TACKLE DIGITAL, CARBON, AND PEOPLE TOGETHER

The best leaders of this Zero100 transformation can be differentiated from the rest by the way they handle these **three** critical, interdependent priorities. Zeroing in on each priority, we found that:

DIGITAL

- Leaders build their own tech
- Leaders aren't afraid of AI
- Leaders love data

SCOPE 3

- Leaders own carbon directly, not via EH&S or sustainability
- Leaders collaborate with rivals on carbon
- Leaders bake science into their operations

TALENT

- Leaders want both left and right-brain skills
- Leaders pull talent from everywhere
- Leaders hire for change management skills

Digitization in the AI era is the once-in-a-lifetime chance for chief supply chain and operations officers to seize and master an explosive new set of productivity tools. At this same historic moment, these leaders are being tasked with decarbonizing the industries that will feed, clothe, and care for ten billion humans in the next few decades. People and the talent they bring are the unlock, and so Zero100 data and analysis operate on a simple theory of change:



To access the full report, which goes into the detail on each of the priorities and differentiators we list above, visit members.zero100.com.

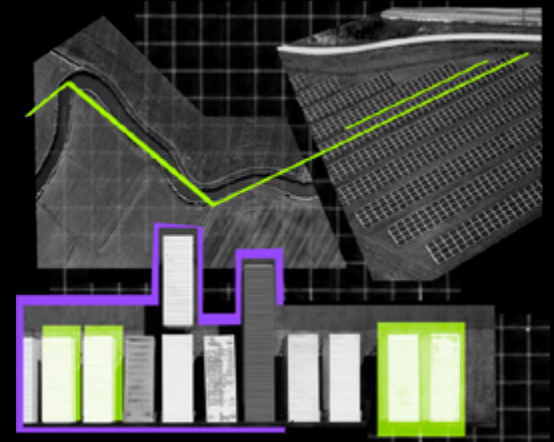
If you are not a Zero100 member, please email hello@zero100.com to enquire about membership and report access.

ABOUT ZERO100

The world's most influential and forward-thinking chief supply chain and operations officers partner with Zero100, a membership-based research and intelligence organization, to accelerate progress on digital supply chain transformation.

Zero100's approach combines unique IP-led research and data, intimate executive-level events, personalized guidance, and access to an extensive community of influential thinkers and voices from within and beyond supply chain.

By joining forces and collaborating with leaders across industries, we can scale and accelerate our path toward **Zero Percent Carbon, 100% Digital Supply Chains**.



ABOUT OUR RESEARCH

Our team of experts helps companies advance critical supply chain and operations priorities through proprietary, industry-leading insights, reports, and personalized guidance.

Zero100's data and analytics are a combined effort between our data scientists and research analysts. We provide data-first insights matched with our own research-backed points of view and bring this analysis to life via real-world case examples being led by supply chain practitioners today.

Our research is designed to treat your time as a precious commodity, to provoke your thinking, and to be easily leveraged with your team. It is built on a content architecture that ties every research asset back to how we deliver on the Zero100 mission and is rooted in the belief that the Community is smarter than any single voice or subject matter expert.