

BearingPoint Institute Report 2012 **Extract**

EDITORIAL

Peter Mockler

3

ADDRESSING CUSTOMER PARADOXES...

Eric Falque

Sarah-Jayne Williams

4

GREEN SUPPLY CHAIN: FROM AWARENESS TO ACTION

Yvon Donval

Matthias Wohlfahrt

Xavier Houot

24

OPEN GOVERNMENT INITIATIVE IN EUROPE

Philip Hauth

Jon Abele

50

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Editorial

Peter Mockler, Managing Partner BearingPoint

I am delighted to introduce the first edition of the BearingPoint Institute Report. This publication aims to provide an incisive, authoritative opinion on selected business-critical topics. It also acts as both a reference point and stimulus for debate among its readership.

The BearingPoint Institute's ambition goes beyond traditional 'thought leadership'. We want to contribute to the science of business management by putting forward original ideas, while at the same time equipping decision makers with practical advice firmly rooted in the current realities our consultants encounter when advising clients 'in the field' and via our topical research projects.

To support this ambition, the BearingPoint Institute is architected around three pillars:

- The Leadership Team, composed of senior BearingPoint Partners worldwide, representing our geographical diversity and wealth of capabilities.
- An independent Advisory Board of respected business leaders and academics from elite management schools and universities worldwide to ensure robust editorial integrity.
- The authors of these studies, experts dedicated to their clients. The authors' original thinking is supported by constructive recommendations for companies and illustrated with real-life examples and success stories.

In each issue we will publish a mix of papers to engender opinion and propose new points of view for business leaders. This inaugural issue features the following contributions:

- **Strategies** to deal with Customer Paradoxes in the Digital Space: research into five unsolved contradictions which drive consumer behaviour online, including thoughts on how companies can anticipate and act upon changing customer attitudes and behaviours.
- **Trends** in 'Green' Supply Chain Management: an in-depth, fact-based analysis of the evolution of sustainable production and transportation processes, highlighting best practices across different industries in Europe.
- **Opinions** on Open Government initiatives around the world: outlining specific government initiatives for greater transparency, this paper is a 'call to arms' for administrations in Europe to draw on existing successful programs in order to make government information more accessible and user-friendly for citizens.

As this is the first edition of the BearingPoint Institute Report, we are very keen to receive your feedback. We welcome your comments regarding any improvements or additions we can make in subsequent issues to further enhance the publication's relevance and usefulness for readers. We invite you, the reader, to consider this issue as the first 'meeting' with the BearingPoint Institute, and look forward to meeting you again next year.

We trust you will find the articles in this first edition relevant and helpful.

Table of Content



1. Editorial.....	3
2. Addressing Customer Paradoxes.....	4
2.1. A Decade of the Digital Consumer.....	4
2.2. Paradox 1: Physical versus Digital.....	8
2.3. Paradox 2: Form versus Function.....	11
2.4. Paradox 3: Empowerment versus Privacy.....	13
2.5. Paradox 4: Person versus Persona.....	16
2.6. Paradox 5: Choice versus Recommendation.....	18
2.7. Conclusion: Navigating the Digital Paradoxes.....	21
3. Green Supply Chain: from awareness to action.....	24
3.1. New Directions for the Green Supply Chain.....	25
3.2. Operational Trends.....	26
3.3. Green Supply Chain Strategy and Models.....	26
3.4. Carbon Footprint.....	45
3.5. Concrete Paths to Action.....	48
4. Call for an open government initiative in Europe.....	50
4.1. What is Open Government?.....	50
4.2. The Potential of Open Government.....	50
4.3. Open Government as an Opportunity for the Information Society.....	50
4.4. Open Government Worldwide.....	51
4.5. Practical Road Map to Open Government.....	55
4.6. Open Government Action Plan.....	56

Acknowledgments

ABOUT BEARINGPOINT

We deliver Business Consulting with Management and Technology capabilities. We are an independent firm with European roots and a global reach.

In today’s world, we think that Expertise is not enough. Driven by a strong entrepreneurial mindset and desire to create long term partnerships, our 3,200 Consultants are committed to creating greater client value, from strategy through to implementation, delivering tangible results.

As our clients’ trusted advisor for many years (60% of Eurostoxx 50’ and major public organizations), we define where to go and how to get there...

The BearingPoint Institute provides “thought leadership” across borders and industries by:

- Advising leaders to understand the evolution of the global economy at a deeper level
- Exploring new thinking and developing roadmaps
- Elaborating provocative points of view about strategy and organisational change.

To get there. Together.

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