SEE CLEARLY
Exploring Supply Chain Management

Bloomberg
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Universities around the globe use Bloomberg to bring the real world of finance into the classroom. By exposing students to the industry-leading platform for news, data, analytical tools and research that drives the global marketplace, we empower students with the real-world experience they will need to get ahead.

**MACRO ECONOMIC ANALYSIS**

Bloomberg Supply Chain, SPLC <GO>, offers unique and comprehensive information about supply chain relationships across a wide range of industries. The function displays a visual road map of key customers, suppliers and competitors, thus enabling you to assess a firm’s supply chain health and explore potential market risks.

From a supply chain perspective, Bloomberg sets the industry standard, offering source documents in more than a dozen languages across 26,000 companies. We also provide access to detailed, proprietary supply chain relationship data that is unavailable from other sources.

**ENRICH YOUR CURRICULUM**

SPLC <GO> can enhance the classroom experience by streamlining research on key questions, such as:

- Who are a company’s largest disclosed customers and suppliers?
- What suppliers are most exposed to a given company?
- Are any customers or suppliers exhibiting deteriorating financial health?
- Does a company or its customers/suppliers have geographic concentration risk?
- Who are a company’s tier 2 and tier 3 suppliers?
- Which customers are seeing changing sales growth or margin pressures?
- Are there any supply chain overlaps compared with peers?

**KEY BENEFITS**

SPLC <GO> offers powerful benefits to business and finance students, including:

- Reduced time spent gathering and collating data
- Increased ability to focus on analysis and critical thinking
- Access to information not readily available in the public domain
- Integration of classroom theory with a real-world platform
- Practical skills and experiences useful for competing in the job market
In contrast to competitive, peer or sector-based relationship data, supply chain data is focused on actual business relationships between companies. Supply chain data helps uncover money flows between companies on both a customer (revenue) and supplier (expense) basis. This can help SPLC <GO> users to anticipate changes in a company’s business based on events within its supply chain.

Quantified business relationships are important drivers within a company’s business model. They specify from whom revenues are derived and where cash must be paid to sustain operations. SPLC <GO> provides a visual map of a firm’s supply chain, allowing you to quickly understand relationships between firms, assess potential supply chain risks such as high customer and/or supplier concentration and examine any dependencies that could directly impact your investments.

Motherson Sumi is the supplier most exposed to Volkswagen, generating 50% of its sales from the automaker according to company disclosure.

On the customer side, Penske Automotive spends 12% of its COGS with Volkswagen according to a Bloomberg estimate, the highest percentage of any customer identified by Bloomberg supply chain analysts.
SPLC <GO> DOES THE HEAVY LIFTING

Unlike most other types of financial information, supply chain data is typically incomplete, with few quantified business relationships mandated globally for public companies. In the U.S., SEC Reg S-K includes a provision that customers representing more than 10% of revenues should be disclosed at least annually. However, updates to this information can be made voluntarily in 10Q filings, investor meetings, press releases and corporate websites, among other channels. Exchanges outside of the U.S. generally lack even this level of relationship disclosure.

We scour thousands of financial documents, company presentations, news releases and other sources, so supply chain relationships are continually refreshed and reviewed for accuracy. With more than 1.5 million individual relationships, SPLC <GO> provides unmatched depth and breadth of coverage. In turn, this frees valuable time for students and educators looking to leverage a unique dataset for their supply chain curriculums.
The chart view display on SPLC helps users to visualize important supply chain read-throughs. This can help to generate investment ideas and provide some measure of risk protection to an investment portfolio.

For example, on April 23, 2013, Apple Inc. reported FY13 Q2 financial results, with management noting that lower iPhone® pricing negatively impacted gross margins. The screen shot below shows that semiconductor manufacturer Cirrus Logic is the supplier most exposed to Apple, which accounted for 82% of its FY2013 revenue.

As a result, on May 23, Cirrus Logic told investors that gross margins in the second half of 2013 would move into the mid-40% range because of smartphone pricing pressures. This was down from an expected 50–52% in the second quarter. Cirrus stock dropped 18% following comments from their management.

Cirrus Logic generated 82% of its FY2013 sales from Apple Inc. Highly concentrated customer bases create potential supply chain–related risks.
TABLE VIEW

SPLC <GO> gives you the ability to view supply chain data in Table View. This provides an almost limitless amount of Bloomberg data that can be leveraged within the function.

<table>
<thead>
<tr>
<th>Name</th>
<th>Country</th>
<th>GN/T</th>
<th>Inv Gr / Sales Gr LF</th>
<th>Cash Conversion Cycle LF</th>
<th>ESG Disc &amp; ESG Score: Issr GT</th>
<th>Entry List</th>
<th>Market Cap</th>
<th>Sales Surprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Royal Dutch Shell PLC</td>
<td>NL</td>
<td>14.64%</td>
<td>1.13</td>
<td>10.42</td>
<td>57.26 A+</td>
<td>--</td>
<td>230,368</td>
<td>-2.20%</td>
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<tr>
<td>Glencore PLC</td>
<td>CH</td>
<td>2.66%</td>
<td>4.64</td>
<td>27.57</td>
<td>51.65 A-2</td>
<td>--</td>
<td>51,194</td>
<td>11.72% 2.87%</td>
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<tr>
<td>Shell Refining Co... NY</td>
<td>NY</td>
<td>-4.16%</td>
<td>0.23</td>
<td>29.96</td>
<td>27.69 A-</td>
<td>--</td>
<td>430,120</td>
<td>-9.31% 79.5%</td>
</tr>
<tr>
<td>Apache Corp</td>
<td>US</td>
<td>-10.04%</td>
<td>1.04</td>
<td>50.28</td>
<td>34.44 A-2</td>
<td>--</td>
<td>23,468</td>
<td>5.94% 24.00%</td>
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<tr>
<td>Showa Shell Sekiy... JP</td>
<td>JP</td>
<td>5.62%</td>
<td>-3.20</td>
<td>40.20</td>
<td>37.60 A-2</td>
<td>Japan</td>
<td>3,738</td>
<td>-1.69% 7.95%</td>
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<tr>
<td>HollyFrontier Corp</td>
<td>US</td>
<td>6.20%</td>
<td>-11.25</td>
<td>13.71</td>
<td>14.12 A-2</td>
<td>United States</td>
<td>6,268</td>
<td>18.34% 9.00%</td>
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<tr>
<td>Noble Corp plc GB</td>
<td>GB</td>
<td>32.36%</td>
<td>--</td>
<td>--</td>
<td>18.18 A-2</td>
<td>United States</td>
<td>4,338</td>
<td>0.71% 41.00%</td>
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<tr>
<td>Schlumberger Ltd US</td>
<td>US</td>
<td>23.34%</td>
<td>--0.44</td>
<td>7.07</td>
<td>39.67 A-1</td>
<td>--</td>
<td>105,798</td>
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<tr>
<td>Honeywell Internat... US</td>
<td>US</td>
<td>29.48%</td>
<td>0.14</td>
<td>66.80</td>
<td>24.38 A-1</td>
<td>United States</td>
<td>77,698</td>
<td>0.74% 2.53%</td>
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<tr>
<td>Formosa Petrochem... TW</td>
<td>TW</td>
<td>2.96%</td>
<td>159.48</td>
<td>33.96</td>
<td>9.50 A-2</td>
<td>Taiwan</td>
<td>20,288</td>
<td>-4.17% 2.68%</td>
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<td>Transocean Ltd CH</td>
<td>CH</td>
<td>29.28%</td>
<td>-1.99</td>
<td>82.06</td>
<td>23.14 A-2</td>
<td>--</td>
<td>6,008</td>
<td>3.29% 8.77%</td>
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<tr>
<td>Murphy Oil Corp US</td>
<td>US</td>
<td>43.69%</td>
<td>-11.05</td>
<td>-191.19</td>
<td>19.92 A-2</td>
<td>Malaysia</td>
<td>8,538</td>
<td>2.78% 14.00%</td>
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<tr>
<td>Genesis Energy LP US</td>
<td>US</td>
<td>5.09%</td>
<td>1.43</td>
<td>11.18</td>
<td>--</td>
<td>United States</td>
<td>4,098</td>
<td>-20.65% 17.00%</td>
</tr>
<tr>
<td>Subsea 7 GB</td>
<td>GB</td>
<td>20.30%</td>
<td>-1.30</td>
<td>-52.47</td>
<td>15.29 A-2</td>
<td>--</td>
<td>2,938</td>
<td>7.05% 10.01%</td>
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<tr>
<td>Technip SA</td>
<td>FR</td>
<td>14.45%</td>
<td>--</td>
<td>--</td>
<td>50.00 A-2</td>
<td>--</td>
<td>6,578</td>
<td>4.91% 3.87%</td>
</tr>
<tr>
<td>Energy XXI Ltd US</td>
<td>US</td>
<td>22.28%</td>
<td>--</td>
<td>9.96</td>
<td>United States</td>
<td>242,600</td>
<td>-0.22% 45.00%</td>
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</tr>
<tr>
<td>FMC Technologies... US</td>
<td>US</td>
<td>25.15%</td>
<td>-0.03</td>
<td>120.07</td>
<td>14.05 A-2</td>
<td>--</td>
<td>9,308</td>
<td>0.69% 6.89%</td>
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<tr>
<td>JET Offshore Inc US</td>
<td>US</td>
<td>12.50%</td>
<td>--</td>
<td>11.20</td>
<td>United States</td>
<td>430,499</td>
<td>0.67% 48.32%</td>
<td></td>
</tr>
</tbody>
</table>

Royal Dutch Shell suppliers in table view

The screen below shows an example Table View. Sample data includes supplier gross margins (both reported and projected), inventory growth vs. sales growth, cash conversion cycles, Bloomberg Environmental Social Governance scores, Country of Largest Revenue, S&P credit ratings and interest coverage ratios.
With SPLC <GO>, you can view a company’s revenues by geographic region across the entire supply chain. Students can gauge potential risks or opportunities associated with a particular geographic exposure or display information about specific product line contributions—all based on the most recently reported period.

Geographic concentration in SPLC <GO>
An important feature of SPLC <GO> is the ability to focus on economic sectors or industry subgroups most relevant to your research. The function enables you to filter by source, such as an equity index, market cap, country of domicile or sector.

Customize your screen with filters...

...to eliminate noise in your supply chain data.
STAY ON TOP OF RELEVANT NEWS

Bloomberg delivers up-to-the-minute news from 146 bureaus in 72 countries. Keep on top of news affecting suppliers with NI SUPPLY <GO> and NI SPLC <GO>—view news stories, Bloomberg Intelligence research and other sources that follow or reference supply chain data.

NI SUPPLY <GO> – News about supply chains

NI SPLC <GO> – Bloomberg news and research about supply chain
Since 1982, business and financial professionals have depended on the Bloomberg Professional® service for the real-time data, news and analytics they need to make the decisions that matter. We provide the information and tools—in cash and derivatives markets as diverse as equities, currencies, commodities, money markets, government and municipal securities, mortgages or indexes—on a single platform. We continually improve, update and expand our offerings, which are seamlessly integrated with on-demand multimedia content, extensive electronic-trading capabilities, a superior communications network and world-class 24/7 customer support that enable you to work faster and smarter.
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