

# Supply Connect

EMPOWERING INNOVATION IN FOOD LOGISTICS THROUGH INSIGHTS



## An exclusive with iHub Solutions - A take on Innovation

August 24, 2017 | Luke and Joshua



Today's supply chain industry is driven and shaped by constant innovation. Increasing changes in consumer demands are rapidly evolving the market place, companies are forced to adapt or risk getting left behind. An exclusive interview with Mr Koh, Managing Director of iHub Solutions Pte Ltd, a leading customised supply chain service, reveals what it takes to stay ahead of the curve. He reveals insight from his experience through these transformative times as where innovations redefine expectation.

Koh's perspective encourages fellow peers in the industry to embrace change and adopt a proactive attitude in seeking greater

productivity through innovation.

“To elaborate, innovation is the lifeblood of the company and businesses cannot afford to stay stagnant.” – Koh

### **The importance of innovation to become an industry leader.**

A leader is not a permanent position; you lose it the moment you lose sight on keeping up efforts. “Innovation is a lifeline for business, just because you made one change a long time ago, does not mean that you are safe.” “Every thing has an expiration date, even an academic degree,” says Koh. “To elaborate, innovation is the lifeblood of the company and businesses cannot afford to stay stagnant.” “All it takes is a mere adoption of culture that makes the difference,” says Koh. Stating “innovation can apply to processes, be customer centric and need not only be digital technologies.”

“Innovation is a culture; a way of life and businesses cannot afford to be in a situation where it happens occasionally,” says Koh. Koh feels that it is essential to develop a culture within the company that regularly looks at all existing interfaces and processes, then ask the constructive questions. All problems that arise should be seen as opportunities to improve.

### **Collectively, do you think the industry is innovative enough to meet tomorrow's, or even today's, market's needs?**

“The industry is not doing enough,” says Koh. Personally, Koh feels that due to the lack of innovation, many industry players are facing difficulties trying to meet their bottom line. The problem, as described by Koh, is that top-management staff still operates in an outdated way. “Trained to be cost centric, they focus more on the finances rather than trying to understand how they can improve their processes,” says Koh. As a positive example, one of iHub Solutions Pte Ltd.'s initiatives was to implement a simple cleaning process involving machines. Superficially it does not look to improve the business but dive deeper, and you will see the benefits it tables. “Overall it has helped productivity, and it has also helped with customer confidence,” said Koh. “When my clients conduct a visit,

### RECENT POST

The importance of visibility in the supply chain

[September 5, 2017](#)

An exclusive with iHub Solutions - A take on Innovation

[August 24, 2017](#)

An exclusive with Veneris Lew, driving Kerry Group's Innovation within the Supply Chain

[August 21, 2017](#)

4 Ways to Improve Supply Chain Innovation in Asia

[August 14, 2017](#)

Optimising the Supply Chain for Global Uncertainty

[August 10, 2017](#)

3 Essential Ways To Ensure Trust And Compliance Within Your Supply Chain

[August 7, 2017](#)

Strategic Importance of Supply Chain Management for Innovation in Supply Chain

[August 4, 2017](#)

The Slow Growth of Supply Chain Innovation in Asia.

[August 2, 2017](#)

Supply Chain Efficiency Metrics

[July 31, 2017](#)

Sustainability in Supply Chains

[July 24, 2017](#)

The Current State of Food Supply Chain Management in Asia

[July 18, 2017](#)

Key challenges facing the supply chain industry in Asia

[July 13, 2017](#)

Review on Supply Chain Innovation in Asia

[July 10, 2017](#)

they are pleasantly surprised by the level of dedication our company commits to innovation. It translates to a better brand image because they believe that we translate our innovation initiative to the bigger stuff.”

Adding to their list of innovations, Koh highlighted that the company had completed an initiative to allow their clients to gather real-time data on their inventory through a comprehensive and digital interface.

#### **Innovation’s impact on the supply chain industry.**

Along with innovation, Koh feels that transparency has become an expectation. “Transparency should not be feared but embraced,” says Koh. “Transparency allows us to create a culture of responsibility because the customer can now see what is happening.” During the initial deployment of new tracking innovation, it was apparent that the company’s staff were apprehensive,” stated Koh. Koh added by mentioning, “general sentiments from the staff were negative as they were not comfortable with the company tracking them.” “I had to assure the staff that it was for the good of the company as we collectively improve our customer’s experience,” says Koh.

“Transparency should not be feared but embraced, it allows us to create a culture of responsibility because the customer can now see what is happening.” - Koh

#### **Integrating Big Data into the supply chain.**

Internet based systems (IoT) cost money and iHub Solutions had to change their perspectives and understand the value of this endeavour. Koh claims that Big Data is part of the journey to success and greater customer satisfaction as he started to understand the importance of data analysis. “We have an interface that encourages customer feedback. With Big Data, we can improve our performance. Over time we will have collected massive quantities of data, and with it, we will continue growing and evolving with our customers as we forecast trends, needs, and improve productivity,” says Koh.

“It’s a perpetual cycle of growth where the business and customer engage in a meaningful and mutually beneficial relationship.” – Koh

At the end of the day, Koh’s perspective on innovation is driven by the will to improve his customers’ experience as well as the productivity of his staff. As for his attitude towards his line of work, Koh said “even though you are offering a service, you have to feel like the goods belong to you and process them with utmost caution and delicacy.”

Interview conducted by Luke Brown (Supply Connect) and [Joshua Goh \(Captions Co\)](#)

Share on Facebook

Share on Twitter

1



© 2017 by Supply Connect. Singapore based. Proudly created with [Wix.com](#)

