

SNB finds itself in a spot where suppliers end up influencing many key decisions. In most cases, (Bayona N et al., 2021) reveals that streaming in big data can smooth out operations and bump up customer enjoyment, yet leaning too hard on a few data providers might invite risks. Then, toss in the unpredictable swings in oil supply and market shifts, as flagged in (Arezki R et al., 2020), and the whole supplier scene becomes even messier.