

Drive deeper collaboration Cloud-based platforms can enable true multi-enterprise collaboration by breaking down data silos between partners and bridging the gap between brands and their external networks. For example, production metrics can be more easily managed and tracked, enabling brands to drive continuous improvements in external performance. And although many FMCG organisations may already have internal ERPs in place, a collaborative platform is able to complement these pre-existing systems and seamlessly integrate with external supply on the shop floor. Remove the constraints of legacy systems Often, suppliers lack the ability to collaborate effectively, shackled by the limitations of manual, time intensive communication methods. Legacy systems, spreadsheets, and the laborious trading of phone calls and emails all fail to provide the levels of responsiveness and collaboration needed today, and further perpetuates costly blind spots of inefficiency within organisations. For brands, legacy systems and processes often mean a lack of standardised communication methods across the external supply chain, resulting in reduced visibility into important order or inventory statuses, delays, and quality issues. Enable greater order accuracy Due to the 'The Amazon Effect', today's consumers have little tolerance for delayed or incorrect orders, meaning logistics and distribution – from warehousing to order fulfilment to shipping – must happen at lightning speed with greater traceability. Digitally enabled shop floors can track inventory and materials more accurately, allowing contract packers to avoid obsolete inventory and materials shortages. In addition, order changes are easier to accommodate, as both suppliers and brands have a better view into what's on hand, as well as greater visibility into lead times, and any potential risks to delivery targets. Contract packers can benefit from a digitalized shop floor to optimize production, reduce costs, and support greater throughput for FMCG brands. Brands are seeking these characteristics in their external supply chain partners and will reward those suppliers with more business. Outsourcing production to contract packers and manufacturers requires rigorous quality control. Digitalization of quality checks can improve traceability and recall readiness. Brands are increasingly seeking sustainability-first partners, and digitalisation can help reduce environmental impact through efficient stock management and waste avoidance. Digitalisation enables better inventory and materials management, accurate tracking of expiry dates, and avoidance of materials shortages, leading to reduced supply chain waste and less need for expedited freight.