

The Digital Supply Chain: Unified and Strong

IMPROVE THE CUSTOMER EXPERIENCE AND ALLEVIATE EVERYDAY ISSUES WITH INTEGRATED SUPPLY CHAIN TECHNOLOGY INCORPORATING REAL-TIME INFORMATION AND MANAGEMENT CAPABILITIES



"To achieve full end-to-end supply chain capabilities, it is crucial to invest in the right technology portfolio."⁽¹⁾

The biggest challenge for global supply chain executives:

VISIBILITY (21%)⁽²⁾



Top 4 Bottom-Line Improvements Experienced Through Product Lifecycle Management (PLM)⁽³⁾

- 56% Greater standardization of processes
- 45% Reduced product development time
- 41% Improved design/development team productivity
- 33% Greater digitalization of business processes



66%



Name cost management/cost cutting a top factor influencing PLM strategies for the next 3 years⁽³⁾

"Poor orchestration of PLM with sourcing functions can result in higher product costs because supply chain functions lack visibility into bills of material."⁽⁴⁾

Top 3 Supply Chain Management Technologies in 2019⁽⁵⁾

39%
Warehouse management

38%
Real-time inventory visibility

36%
Logistics



49% Retailers say they only have a "few advanced systems and processes" in place (at best) to achieve smooth, accurate and cost-effective omnichannel inventory management.⁽⁶⁾

50% Retailers named faster speed to market to meet customer/competitive demands a chief benefit of having efficient, omnichannel inventory management systems in place⁽⁶⁾



40% Retailers will invest in core enterprise resource planning (ERP) in 2019; the tech has risen to the top of the retailers' to-do lists⁽⁵⁾



Top Benefits for Retailers of Retailer-Manufacturer Data Sharing⁽⁴⁾

1. Improved shopper/customer experience

2. More accurate demand forecasting

3. Improved on-shelf availability

Source: 1- Gartner, "Create End-to-End Supply Chain Capabilities;" 2- Statista, "Biggest Supply Chain Challenges Worldwide 2017-2018;" 3- Apparel, "Moving from Technical Excellence to Digital Differentiation;" 4- CGT, "Retail and Consumer Goods Analytics Study 2019;" 5- RIS, "29th Annual Retail Technology Study: Retail Accelerates;" 6- RIS, "Sharpening Omnichannel Inventory Management to a Razor's Edge"

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Modernizing the Supply Chain Is the Key to Happy Customers



ROBERTO MANGUAL,
CEO
EXENTA

Q Why is having an integrated technology platform that brings together information about customers, orders, products, vendors, and inventory so important for your supply chain and how can retailers achieve this real-time visibility?

Integrated technology incorporating real-time information and management of the concept to consumer process is the key to running a profitable & competitive business. It's the centerpiece of an effective and efficient supply chain which enables increased sales, reduced overhead, and a happy, loyal customer.

Visibility, speed and accuracy are critical in the race to the right product to the customer whether online or brick and mortar. Today's consumer has the expectations of getting what they want, when they want, how they want, and where they want!

Retailers can achieve real-time visibility of their available inventory & WIP thru online portals, and integrations to their internal systems that give live updates from their contractors for both committed and consigned goods. This enables them to provide consumers with the best selection, quickest deliveries, and a happy customer experience.

Q What can retailers do to remain agile in the face of unexpected logistical challenges, such as natural disasters?

When retailers have real-time visibility through their supply chain management platform, they can prepare in advance when a disaster is predicted, such as weather affecting a shipping lane or breaking news on potential political unrest.

In addition, retailers who get their product designs completed and sourced earlier, leveraging the benefits of a PLM, will have more time built into their calendar to respond to unexpected challenges and make shifts to other suppliers more fluidly by communicating online through a vendor portal.

Q How do technologies such as enterprise resource planning (ERP) systems, product lifecycle management (PLM) software, third party manufacturing (3PM) management, and warehouse management systems (WMS) impact the end-to-end supply chain?

When the entire concept-to-consumer development and supply chain is digital, retailers are able to compress their timelines, reduce overhead and gain more sourcing options — all while fulfilling orders more accurately due to better inventory management.

With PLM, the design and development process is compressed by an average of 35%. With these time savings, retailers are able to focus efforts on designing a better product and to benefit from more sourcing options because designs are

ready sooner and then can be easily communicated to potential vendors for bids.

ERP or Enterprise Resource Planning gives the retailer complete visibility into a single version of truth about the product and the supply chain, as well as inventory and financials.

3PM or Third Party Manufacturing gives retailers real-time visibility into the exact production stage and status of the product. This means no more searching through emails or chasing for updates, because products are scanned at a predetermined stage and that status is automatically recorded and shared.

WMS or Warehouse Management Systems provide retailers with a single source of inventory management. From receiving goods through picking, packing and shipping an order, the retailer has full visibility and control of their inventory.

Q What are some of the top benefits of utilizing and integrating these technologies for retailers?

Retailers taking advantage of these technologies maximize top line growth while reducing overhead, which leads to profits. In the process, they are also able to bring a better product to market faster than ever before, with less waste, and to retain customers with superior service by delivering the right products at the right time.

As Chief Executive Officer of Exenta, Roberto Mangual brings over 22 years of technology experience, including 17 years in apparel, to his role. Prior to his appointment as CEO, Roberto served as Chief Operating Officer, leading both Professional Services and Development for the company (then known as Simparel). As COO, he implemented best practices and drove the organization to achieve top customer satisfaction in the market. Roberto also previously served as Senior Vice President of Operations and Chief Information Officer for leading intimate apparel manufacturer Richard Leeds International.

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