

CASE STUDY

Investing In the Digital Future of Consumer Packaged Goods

Dawn of A New Digital Supply Chain

To compete in today's competitive markets, global supply chains are encouraged to adopt a digitally integrated ecosystem that provides end-to-end visibility to all its players. Traditional supply chains are burdened with minimal collaboration and transparency within their infrastructure, continuously diminishing their chances at market success. With the incorporation of a digital supply chain network, companies are able to obtain faster time-to-market and a new degree of overall supply chain resiliency.

Behind the great potential of the digital supply chain lies modern day challenges faced by a crowd of industry leaders. One particular industry of focus is Consumer Packaged Goods (CPG).

At the very heart of CPG is the struggle to obtain a transparent supply chain that allows all its participants to efficiently collaborate and communicate with other included parties. Acquiring supply chain transparency isn't just crucial to manufacturers and their suppliers, but also to consumers. With an increase in demand for product personalization, companies within the consumer packaged goods industry must optimize their tooling assets to produce desired levels of product quality and meet consumer demand changes accordingly.

Client Challenges

Renowned for their excellence in consumer satisfaction and global product reach, manufacturing

Client Pain Points

- End-to-end visibility within supply chain
- Communication between contract manufacturing partners
- Planning and coordination within supply chain tiers

Solutions Provided by Emoldino

- Transparency within supply chain through real-time data
- Predictive maintenance and tooling performance management
- Collaboration & communication platform

Benefits Received By the Client

- Timely production to accelerate time-to-market
- Optimized supplier performance and asset management
- Gain real-time data, allowing for higher quality production
- Faster time-to-market
- On-time parts delivery



top-quality parts and improving their asset management were top priorities for the company's CEO and its shareholders. With new industry practices and emerging disruptions within the global supply chain, the company began to slowly experience the effects of its underdeveloped network of suppliers, resulting in low quality products and late packaged goods delivery. This eventually swayed consumers to opt for substitute products, reducing their market share in the long run.

With no clear visibility into how their production parts were being manufactured in their supply chain, the CEO found it difficult to maintain asset quality management operations. The input of data regarding their tooling assets was done manually, which paved the way for potential human error and unreliable KPI's (key point indicators).

In addition, minimal coordination and planning with the company's contract manufacturing (CM) partners led to delayed production schedules, ultimately reducing their time-to-market. With further increasing expenses and outdated asset management systems in place, it was time to take a more holistic approach to transform the company's supply chain.

Solutions Provided by eMoldino

In response to specific industry pain points faced by the company, eMoldino was able to offer an array of different solutions to help alleviate each unique challenge. From improving production parts quality

to supplementing meaningful communication between their suppliers, pivotal changes were made to optimize business opportunities every step of the way (e.g reduce variable costs, upgrade asset management system, find new revenue streams). Having worked closely with eMoldino Supply Chain specialists, the company was able to identify a handful of "key leverage points that would help them simultaneously predict demand to enhance the consumer experience" and maximize production efficiency across their network of suppliers.

Through the data provided by eMoldino, the company was able to gain in-depth knowledge within its supply chain operations such as their asset tooling management. With the implementation of IoT (Internet of Things) onto their tools (molds & dies), key data points which include, but are not limited to, tooling cycle time, uptime, and pressure could be monitored and later processed for further analysis.

Obtaining principal data summaries across their tooling's allowed suppliers and manufacturers alike to adjust their tools for elevated performance, thus allowing for a consistent stream of high-quality goods. Predictive maintenance capabilities with eMoldino's artificial intelligence systems were also utilized to help optimize tooling life cycles and production capacities. Additionally, communication between the company and its suppliers became an everyday task to promote collaboration and strategic planning for efficient production. With the help of eMoldino, the company had become better equipped to fight off emerging disruptions and take the necessary steps to securing full transparency within their supply chain.

Supply Chain Digitalization Through Data

At the forefront of digitalization is data. Real-time insights provided to the company through data, opened up new channels of opportunities for high quality production, greater visibility of customer centricity, and seamless collaboration with other functions, partners, and suppliers. The integration of data from suppliers, service providers, and others within the 'supply chain cloud' ensures that "all stakeholders in the supply chain steer and decide based on the same facts", leveling the playing field. Companies that can put together these pieces into a coherent and fully transparent whole will attain considerable market advantages in customer service, product quality control, and obtain a higher market share in the long-run.

To enjoy the benefits of digitalization, the company first had to implement asset performance management systems that could provide a steady flow of real-time data. The implementation of IoT devices onto manufacturing tools and machinery allow organizations to regulate product quality, assist in overall asset management, and benchmark their suppliers based on a number of different criteria (e.g cost, quality, location, production capacity, etc.). Companies across every industry heavily depend on their suppliers to deliver goods on time and all expected delays should be accounted for to make the necessary adjustments. Through eMoldino's one-stop collaboration platform, the company was able to gain end-to-end processes and effective communication between its suppliers, formulating a new type of recipe for market success.

"The goal of the digital supply chain is ambitious: to build an altogether new kind of supply network that's both resilient and responsive."

Adherence To a New Norm

With changing industry dynamics and the expectation of more disruptions, gearing supply chains for resiliency and agility will be critical in further developing an organization's business scope. Implementing industrial tooling sensors, exercising regular communication amongst suppliers, and maintaining end-to-end visibility within supply chains has become paramount.

Beginning with tooling asset management all the way to risk mitigation, organizations are encouraged to incorporate real-time data providing methods into their day to day operations.

eMoldino provides optimal tooling performance awareness as well as higher quality production and capacity, enabling a faster time to market for its clients. With increased transparency and end-to-end visibility within their supply chain, companies are now able to better manage their network of operations and reach peak business performance.

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