

Bridging the consumer goods (CG) supply chain gap

Fujitsu GLOVIA® OM for consumer goods

Top 5 challenges faced by consumer goods manufacturers today, and how the Fujitsu GLOVIA OM solution can help to overcome those challenges by leveraging new and flexible technology landscapes.

Top 5 Challenges faced by consumer goods (CG) manufacturers today

1. Shift in consumer expectations

Consumer goods manufacturing question:
Should we consider D2C even if 80% of our Business is B2B?

This is a common misunderstanding as 81% of consumers plan to shop direct to customer brands, and 60% of consumers say they want to purchase their products 'as they go about their daily routine' instead of having to visit a store¹.

2. Demand channels keep stacking up

Consumer goods manufacturing question:
Are you able to keep up with more customer service channels?

With D2C, B2B, B2B2C, marketplace, Amazon; certainly, the number of demand channels serviced exploded, but these channels are distinct from each other and have their own sets of strict SLA penalties.

Protecting your digital core by not ripping and replacing legacy systems helps make IT solutions more responsive and scalable – this can be a tricky balancing act, that is easier said than done, but achievable by leveraging GLOVIA OM in your organization.

INSITE (4)	OMS (3)	Alexa (34)	Shopify Order (16)	Amazon Marke... (4)	Web/ E-comm... (5)	Store Sale (4)	Other (Smart ... (48)
\$275	\$175	\$2,550	\$1,200	\$300	\$375	\$275	\$3,450
00000047 Draft 6501 Bob Biller	00000128 Converted 6501 Peter Smith	00000001 Converted 6501 Peter Smith	00000048 Draft 6501 Jim Clark	00000044 Converted 6501 Peter Smith	00000030 Converted HSUW11 Jill Baker	00000133 Converted 6501 Peter Smith	00000126 Converted 6501 Peter Smith
00000037 Converted M1001 Peter Smith	00000132 Converted 6501 Peter Smith	00000002 Converted 6501 Peter Smith	00000049 Draft 6501 Jim Clark	00000045 Converted 6501 Peter Smith	00000031 Converted HSUW10 Jill Baker	00000024 Converted HSUW10 Jill Baker	00000129 Converted 6501 Peter Smith
00000029 Converted HSUW11 Jill Baker	00000104 Converted 6501 Peter Smith	00000003 Converted 6501 Peter Smith	00000050 Draft 6501 Jim Clark	00000061 Converted HSUW10 Jill Burton	00000043 Converted 6501 Peter Smith	00000027 Converted HSUW11 Jill Baker	00000145 Converted 6501 Peter Smith
00000127 Converted 6501 Peter Smith		00000004 Converted 6501 Peter Smith	00000051 Draft 6501 Jim Clark	00000177 Converted 6501 Peter Smith	00000105 Converted 6501 Peter Smith	00000035 Converted EBU001 Edge Boardshop USA	00000146 Converted 6501 Peter Smith

¹<https://www.retaildive.com/news/81-of-consumers-plan-to-shop-direct-to-consumer-brands/539087/>

3. Inventory – need to do more with less

Consumer goods manufacturing question: **Same inventory, multiple channels – how do we address this?**

As the distribution network becomes more complex, the cost and management of inventory increases and magnifies the issue.

Product: Product Name ↑	Warehouse ↑	Available	On Hand	Reserve	Back Order	Shipped	In Transit	RMA	Total On Order	Unit Of Measure	Product: Unit Cost
Product A (MTO) (3)	Acme Warehouse (1)	-2.00	0.00	0.00	2.00	0.00	0.00	0.00	2.00	Each	2,085.0000
	Burlington Warehouse (1)	1.00	1.00	0.00	0.00	0.00	0.00	0.00	4.00	Each	2,085.0000
	Millennium Warehouse (1)	4.00	4.00	0.00	0.00	0.00	0.00	0.00	2.00	Each	2,085.0000

4. Constrained supply with decreased agility

Consumer goods manufacturing question: **How do we maximize output from limited supply?**

Reaching physical limits on the number of factories, distribution points, and supply sources leads to reduced agility.

5. Increased complex opportunities with channel partners

Consumer goods manufacturing question: **Isn't EDI good enough?**

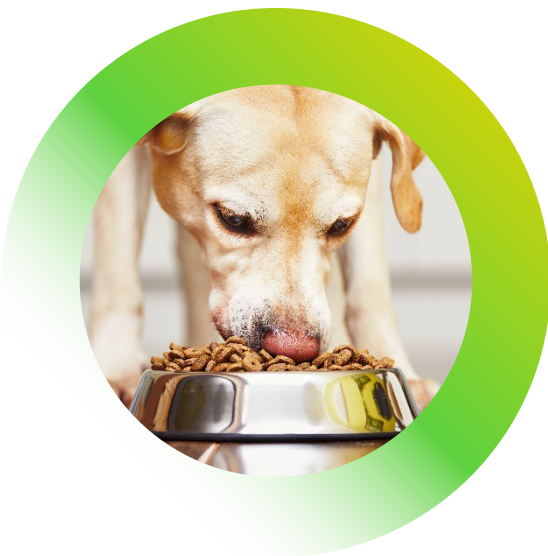
Reaching physical limits on the number of factories, distribution points, and supply sources leads to reduced agility.

Digitalize your supply chain with GLOVIA OM

Manufacturers who choose to digitalize their supply chain operations with GLOVIA OM will boost their internal supply operations by increasing profitability, decreasing waste, increasing efficiencies, and improving inventory management.



GLOVIA OM offers 6 key end-to-end processes that enable CG manufacturers to address the gaps within supply chain operations.



1. Enabling 2DC

Manage the D2C Channel in harmony with your core B2B Business – grow from D2C eCommerce shops to a highly profitable channel.

GLOVIA OM is currently being leveraged as a unified commerce solution for a new expansion on D2C within a global organization that manufactures and supplies cat and dog food, and exports it to the international market.

2. Optimizing unified commerce

Manage multiple order channels with intelligent order management – from touchless order to highly empowered customer service. Increase compliance and reduce penalties.

3. Orchestrating multi-channel inventory management

From gaining visibility of inventory across the entire distribution network to managing inventory by channels – create a balance between an efficient and responsive supply chain.

GLOVIA OM is currently partnered with one of the largest multinational manufacturers of confectionery, pet food, and other food products. This partner is the sixth largest privately held company in the United States and GLOVIA OM assists by delivering efficient operational processes to their large business segments and inventory management operations around the world.

4. Leveraging demand management and intelligent allocation

Proactively manage demand to maximize available supply. Leverage the power of GLOVIA OM's intelligent allocation engine to improve customer experience while reducing inventory cost.


5. Offering stellar channel partner engagement

Digitalize collaboration with your distribution partners and B2B customers. Evolve from procure-to-pay to supplier resource management (SRM).

A multinational pharmaceutical and life sciences company that also happens to be one of the largest pharmaceutical companies in the world, is leveraging GLOVIA OM today for their channel partner management; and engagement for partners and suppliers of their human and veterinary pharmaceuticals, consumer healthcare products, agricultural chemicals, seeds, and biotechnology products.

6. Optimizing unified commerce

Implement a two-speed IT architecture with a system of engagement that provides flexibility while servicing the digital core master - the system of record.



Let our experts show you how you can digitally transform your order and inventory management process. Click below for your **FREE** customized two-hour **GLOVIA OM Assessment**

Contact us to learn more about GLOVIA OM's B2B Commerce capabilities!

gloviaom.com

<https://gloviaom.com>

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