



SUPPLY CHAIN DIGITALIZATION

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Lesson No 3 – 7 C's of how to make your supply chain digital.

Lesson # 3 7 C's of how to make your supply chain digital. In this lesson, I will explain at very high level how companies should think to transform the traditional supply chain to the digital supply chain. This start with focusing on 7C's of a digital supply chain. These 7C's are essential categories of a digital supply chain practices that aid companies grow their supply chain digitally. Number one is complete Complete its ability to involve the handling of all the linked processes and system required to manage a high speed digital system. Such digital network for supply chain includes coordinating suppliers and logistics and production, planning and scheduling, transportation and warehouse management. In digital supply chain, they are all connected to form one system rather than several fragmented system. Now let's look into the second C's which is connected. It simply means the connected employees, equipment, logistics providers, suppliers, third party and other resources. Our data link all of these processes together, ensuring everything on supply chain works at speed and alteration can be rapidly communicated and managed. Now that leads to number three which is supply chain needs to be cognitive. Cognitive with a single digital platform features having built in predictive analytics. Meaning avoid separate data storage for analytics and transactions that can move out of sync. Analytics work directly on the transition database Thus offering a more accurate and complete machine learning and also enables the use of artificial intelligence. Now that leads to our fourth one which is digital supply chain needs to be compliant. Compliant is the necessary for everything to the function and be the way it should be. A compliant process includes area that are involved batches processes and tracking lots. These processes ensure end to end quality within the digital supply chain and also permit realtime fast track to any problems on the platform. A digital supply system can be managed, monitored and maintained through easy upgrade that guarantee system integrity and resilience. Number five, which I think is very important, is content. Content on your supply chain accurately portrays who you are as your brand. You would want to portray leads that offer useful information about your brand, about your specific product. What comes with having a good footprint and accessible information at the forefront of your audience? A small brand can invest in quality content to aid the foreseeable

future. The better and the more optimization of your content and the product you are basically trying to rank, the better it is. Take example of SCMDOJO, It's a small company but we're trying to promote our work to buy producing a good content. You can do it for your own business as well and you can also produce a content which tells your customer that you are very customer centric organization. So your content needs to be updated frequently. It has to be user friendly, it has to be easily understandable and useful. Lastly, connected with the target audience. Now let's move into the point number six which is community. The essential elements to creating a sense of community comprise of meeting consumer needs and engagement on a digital platform. Your target audience has history, priorities and shared values. Belonging, bonding and membership and connecting and relating via proper channel to a community make a better network for your supply chain. The community takes a twofold approach in achieving a successful digitalization of the supply chain. This twofold approach includes first, one requires active participation in digital communities. Second, it requires to brand to be center of your digital community in your industry and marketplace. Having an active digital community aids in establishing positive awareness of your brand. With consistency, brand can easily grow more recognition and that's essentially we are trying to do at SCMDOJO to build a community of supply chain professionals. Number seven is commerce. Commerce for digital supply chain covers how you intend to use your digital approach towards marketing your product, brand and services. The use of digital platform like ecommerce website and paid online promotion can add increase sales and attract. Generally, these techniques can be additions to your marketing funnel. The utilization of your full capabilities of your digital platform for a small business and brand reduces the sales cycle, more time and other value added resources along with the creative and useful content leads now come naturally and pulls in more sales. Your supply chain should show how different your business model is from others. Once you stand out from the competition, your brand and products and services become better to compete.
