

Trust. Collaborate. Innovate.

CPGs and their supplier
networks harness agile
product customization

IN TODAY'S GLOBAL MARKETPLACE CONSUMER PREFERENCES AND BUYING BEHAVIOR ARE IN CONSTANT FLUX. NAVIGATING THE CONSUMER PACKAGED GOODS INDUSTRY WITH UNPRECEDENTED DEMAND PROFILE VOLATILITY IS MORE COMPLEX THAN EVER.

Brand owners are leaning on external supply chain partners to help them manage complexity, reduce operational friction, and unleash product innovation.

CPG brands have been forced to experiment with more product lines, niche products, and seasonal and local product promotions to leverage the accelerating change and growing volatility.

When product customization works, it's thanks to external contract packagers and manufacturers that assemble, pack and kit finished goods in myriad ways, with very little turn around, and at a competitive price.

When product customization fails, it fails in ways that add up fast.

In this high pressure retail environment when OTIF windows are missed, overtime labour, expedited shipping, materials waste, and not enough—or too much overstock space stress relationships and tarnish reputations. The increased outsourcing and added omnichannel complexity also means brands are sacrificing control and visibility.

All this added complexity means top floor executives are pulled to the shop floor to solve tactical mission critical problems when they need to be focused on business outcomes and strategic visioning.

Outcome aligned and mutually empowered partners use the Nulogy platform to collaborate on new initiatives and innovate value by unleashing the true power of the agile supply chain.

Agile product customizing excellence

Agile product customization helps reduce costs while increasing the reliability and quality you need to thrive in today's hyper complex digital supply chain.

Nulogy's platform helps you and your organization shift into a mindset focused on building trust and frees you from tactical concerns so that you can strategize effectively with partners.

Nulogy's agile customizing platform frees you to focus on:



COST

- Learn from your operational data by continuously receiving recommendations on how to drive down cost structures without making compromises



RELIABILITY

- Predict and mitigate order issues within or across a network of companies before service level attainment is affected.



AGILITY

- Respond to change up to 24 hours before production while maintaining customer service levels and profitability.



QUALITY

- Use data and real-time feedback to meet regulatory requirements, ensure safe and high quality product execution, and reduce risk by eliminating preventable errors.

Nulogy's digital supply chain partnerships

Contract packaging operations need to handle fast changeovers, complex scheduling needs, accurate tracking of inventory and materials, and rapid order changes without sacrificing quality.

Brands need reliable external suppliers that can provide visibility into production and product customization when necessary to meet the fluctuating demand of retailers and consumers.

Here's what the Nulogy platform offers its community of brands and suppliers:

LABOR MANAGEMENT

Balance fluctuating customer demands while ensuring you have enough high-quality labor to be efficient and cost effective. Eliminate scheduling or payment errors and always meet your SLAs.

SUPPLY CHAIN DIGITIZATION

Brands need real-time updates on inventory throughout the production and fulfillment process. Stay current on the location and condition of inventory and materials, and on product delivery timelines.

STANDARDIZATION

Document and streamline workflows and operations across your lines and sites to make sure everyone receives the same level of quality and to trust your delivery promises will be kept.

PRODUCTION VISIBILITY & CONTROL

Stay on top of costs and fulfillment rates to reliably meet OTIF windows. Drill down into production data, conduct live track-and-trace, and remove bottlenecks as they occur.

CONTROL TOWER VISION

Use a control tower view of key metrics across your entire network to understand what's happening to your products within your external supply chain at any given time.

OPERATIONAL CONTROL

Stop relying on memory, intuition, or tribal knowledge to get the job done. Control your operations to shorten lead times, manage quality control and improve your bottom line

SEAMLESS ECOSYSTEM INTEGRATION

Internal WMS and ERP integrations enable real-time data flow and external communication. Leverage seamless data-driven collaboration for powerful outcome aligned decision making.

STREAMLINED COMMUNICATION

Eliminate time spent on sending orders, change requests, and status updates. Enable your entire network to focus on value added initiatives that improves performance.

Get in touch to see how Nulogy's platform can help you connect with your partners to unleash the power of the agile supply chain.

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