

A photograph of two men in a warehouse setting. The man on the left, wearing glasses and a blue shirt, is holding a cardboard box. The man on the right, also in a blue shirt, is holding a tablet and looking at it. In the background, there are shelves filled with cardboard boxes. A white diagonal line runs across the image from the top left to the bottom right.

How can consumer goods companies stay competitive?

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The only constant in consumer goods is change

Success depends on insight – into customers and what they want, and into the data behind your operations and supply chain.

The BT logo, consisting of the letters 'BT' in white, bold, sans-serif font, enclosed within a white circle.

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Four critical shifts to navigate



IT-OT convergence will be critical

Less than **30%** of CIOs believe their IT strategic planning is effective in delivering their digital business objectives



Visibility is key across complex supply chains

Only **22%** of global consumer goods companies say they have a fully integrated supply chain



Shortages in key skills

82% of consumer goods execs say internal expertise is the biggest talent challenge



The rise in consumer consciousness

73% of consumers would change purchase habits to help the environment

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Technology is the launch pad for a competitive future

Your priorities for 2021

1

Connect your
factory

2

Make your supply
chain digital

3

Adopt intelligent
manufacturing

4

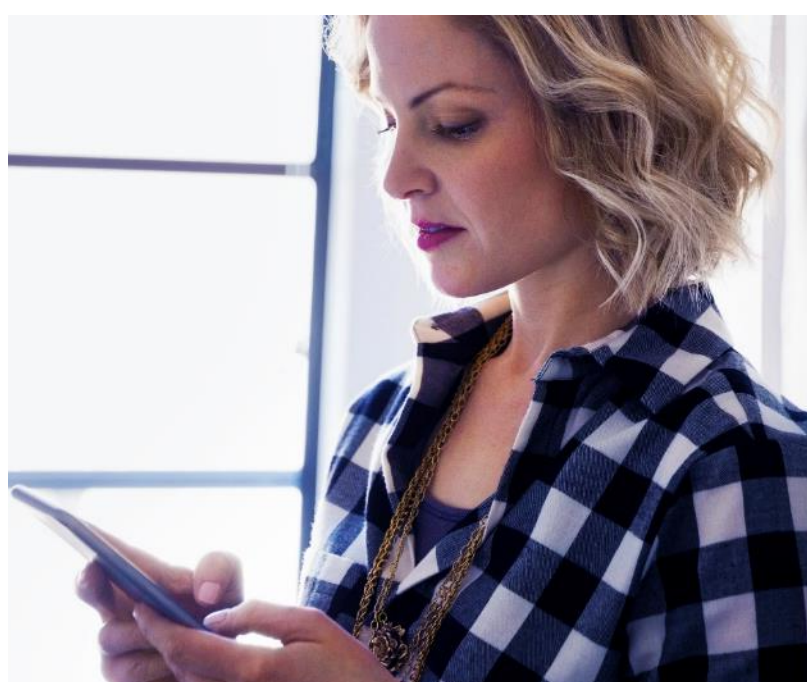
Build a smarter
workforce

5

Optimise your
channels to
market



1 Connect your factory



Think connectivity

To improve productivity and give you a network that can adapt to change, securely.



Think 5G

To transform your operations fast. Predictive maintenance reduces downtime and costs, and augmented reality brings remote experts to the factory floor.



Think intelligent automation

To create efficiency, with automated processes, robotics and ways of tracking assets, tools and people.



2 Make your supply chain digital

As supply chains become more complex, visibility is critical.

And yet only 22% of global consumer goods companies have a fully integrated supply chain.



Fleet management

For rapid delivery



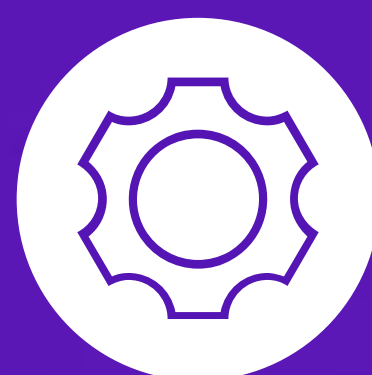
Workforce scheduling

To improve efficiency



Route optimisation

For last mile cost effectiveness



Warehouse efficiency solutions

Integrated comms and RFID technology delivery



Inventory visibility

To get stock to the right place at the right time

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3 Adopt intelligent manufacturing

Fleet AI-driven assistance

Combine AI and IoT systems to scan products and streamline inventory management tasks

Improve global security

Combine RFID, GPS, IoT to track products more in-depth than ever before

Manage production flow and equipment remotely

Use temperature limits and other settings to conserve energy and reduce costs

Preventative maintenance

Condition-based alerts eliminate machine downtime and increase throughput

Improve employee safety

Use IoT to reduce equipment faultiness and increase process management effectiveness

Meeting compliance measures

Remote monitoring keeps compliance KPIs visible and accessible and flags issues early

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4 Build a smarter workforce

Your people are critical to your digital success and you need to bring them with you on your transformation journey.

Workplaces and workforces need to be able to:

- collaborate at scale and at speed
- adapt rapidly to new opportunities
- share knowledge by connecting the shop floor to innovative technologies.



5 Optimise your channels to market

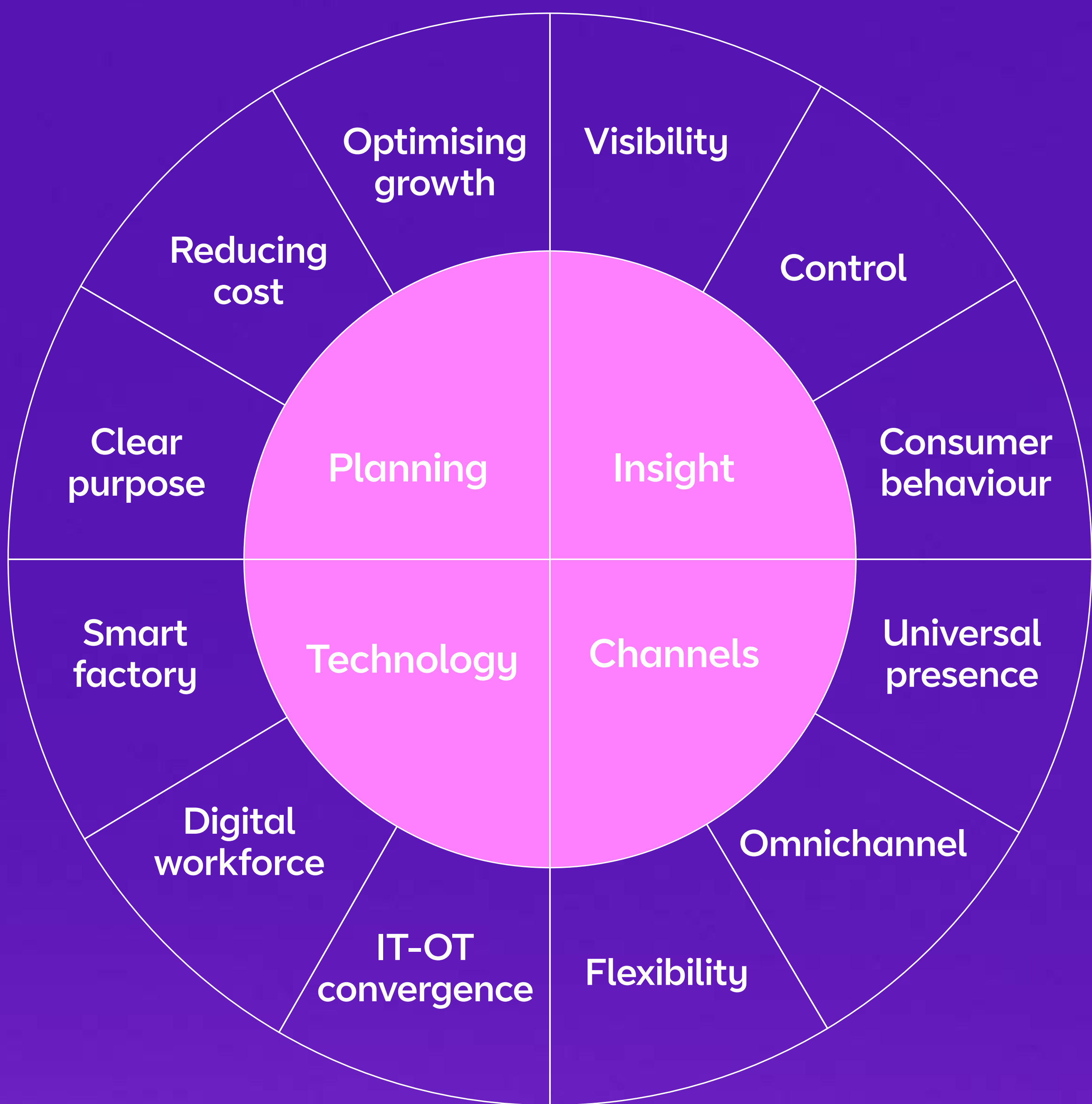
We're moving to a future where there'll be no such thing as siloed channels, pure commerce or retail commerce.

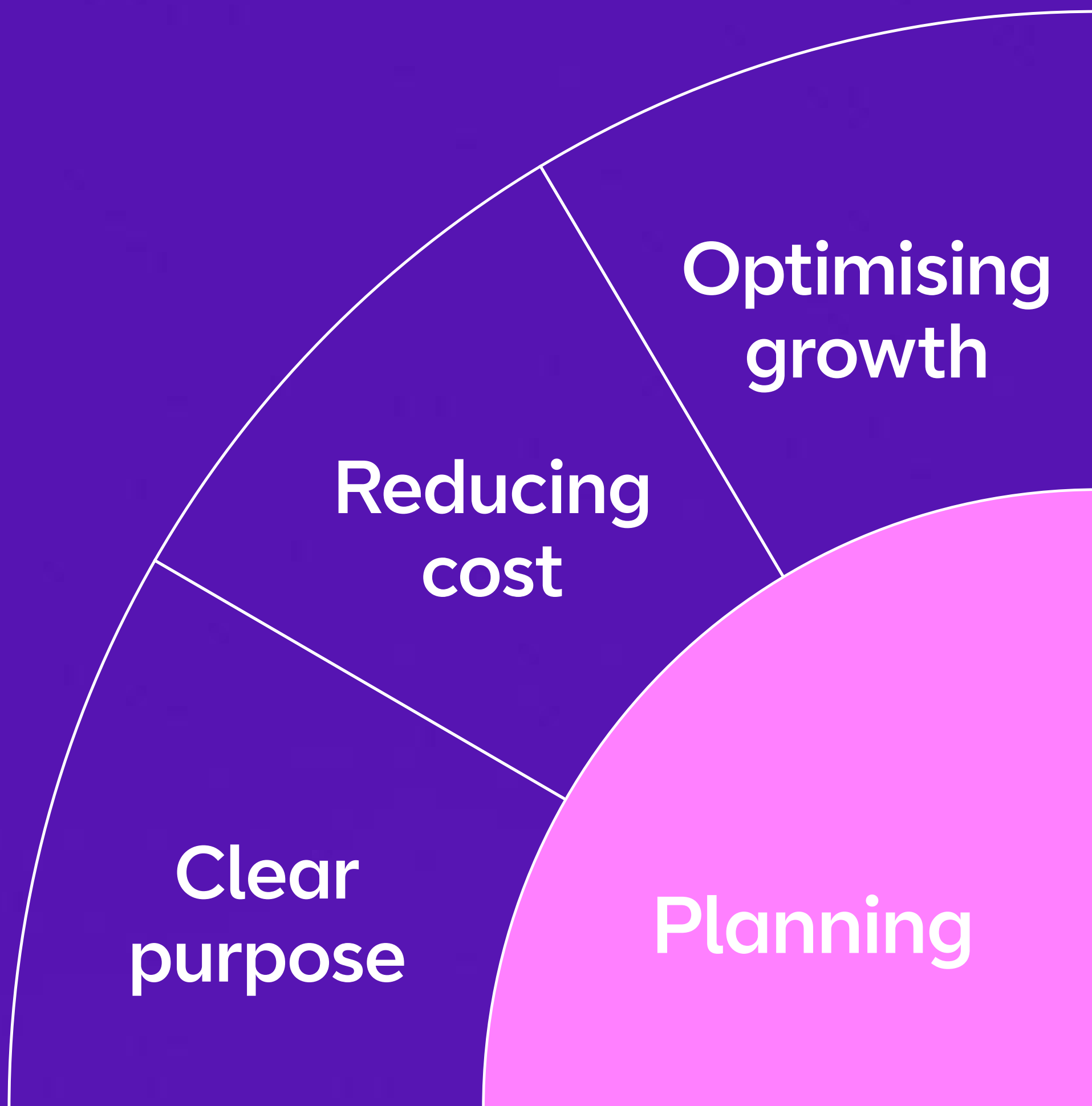
Consumer decision journeys include more digital touchpoints and shoppers expect consumer goods companies to have a consistent presence online and offline.



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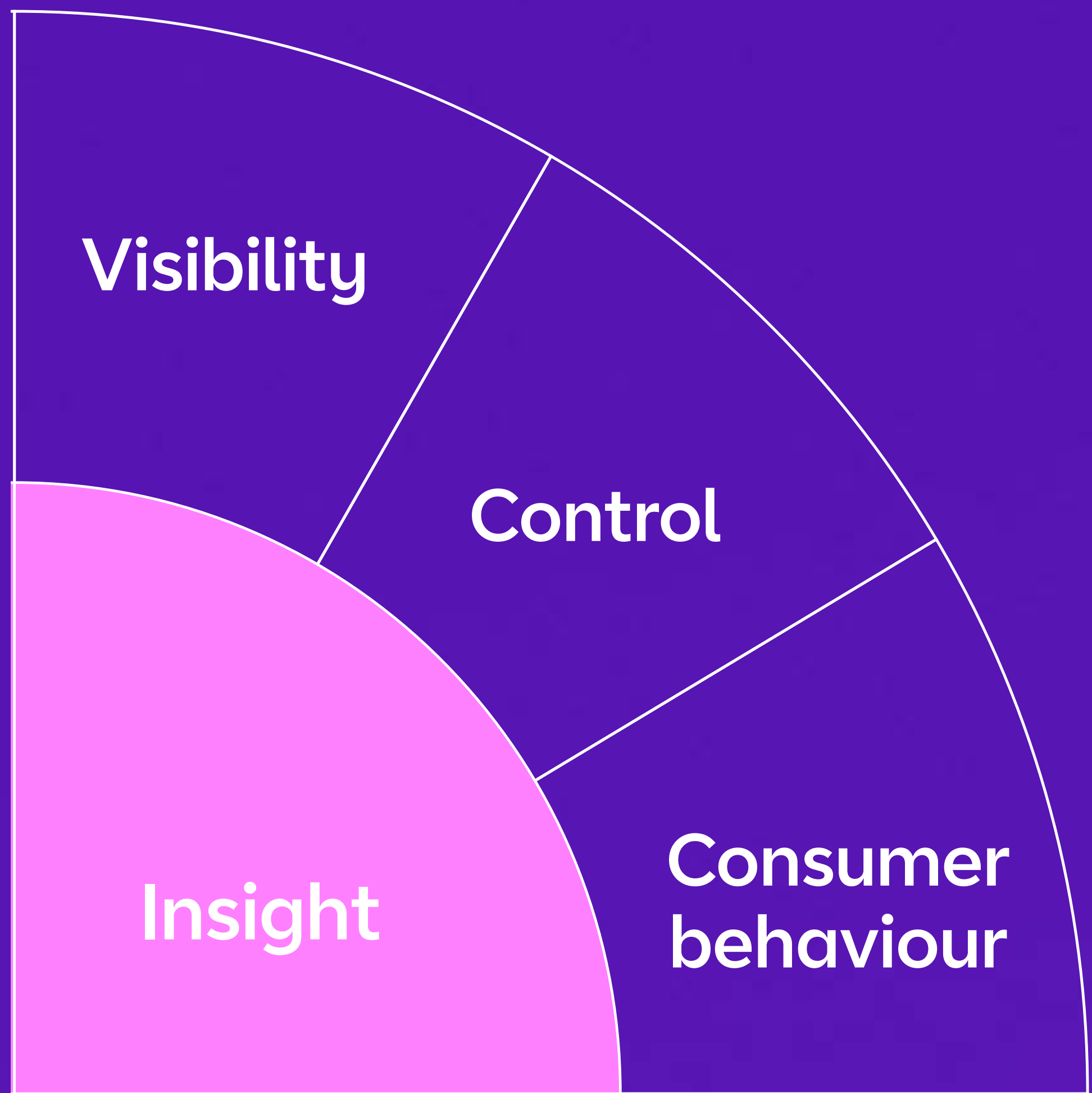
Consumer goods: explore your future





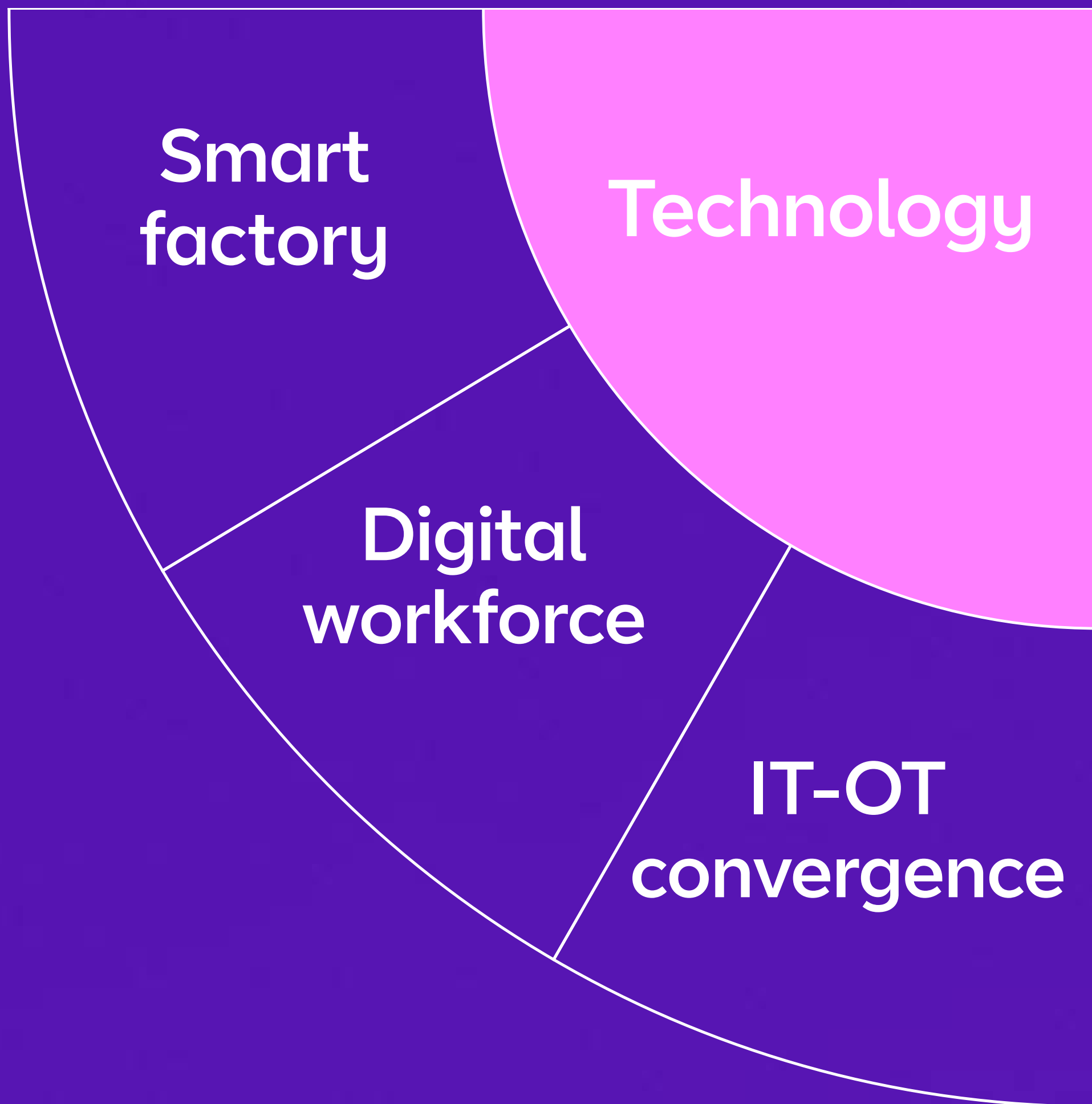
Identify your **brand purpose** and then live and breathe it, using technology to spread your message. Build infrastructure foundations that help digital transformation so you can **reduce cost and optimise growth.**





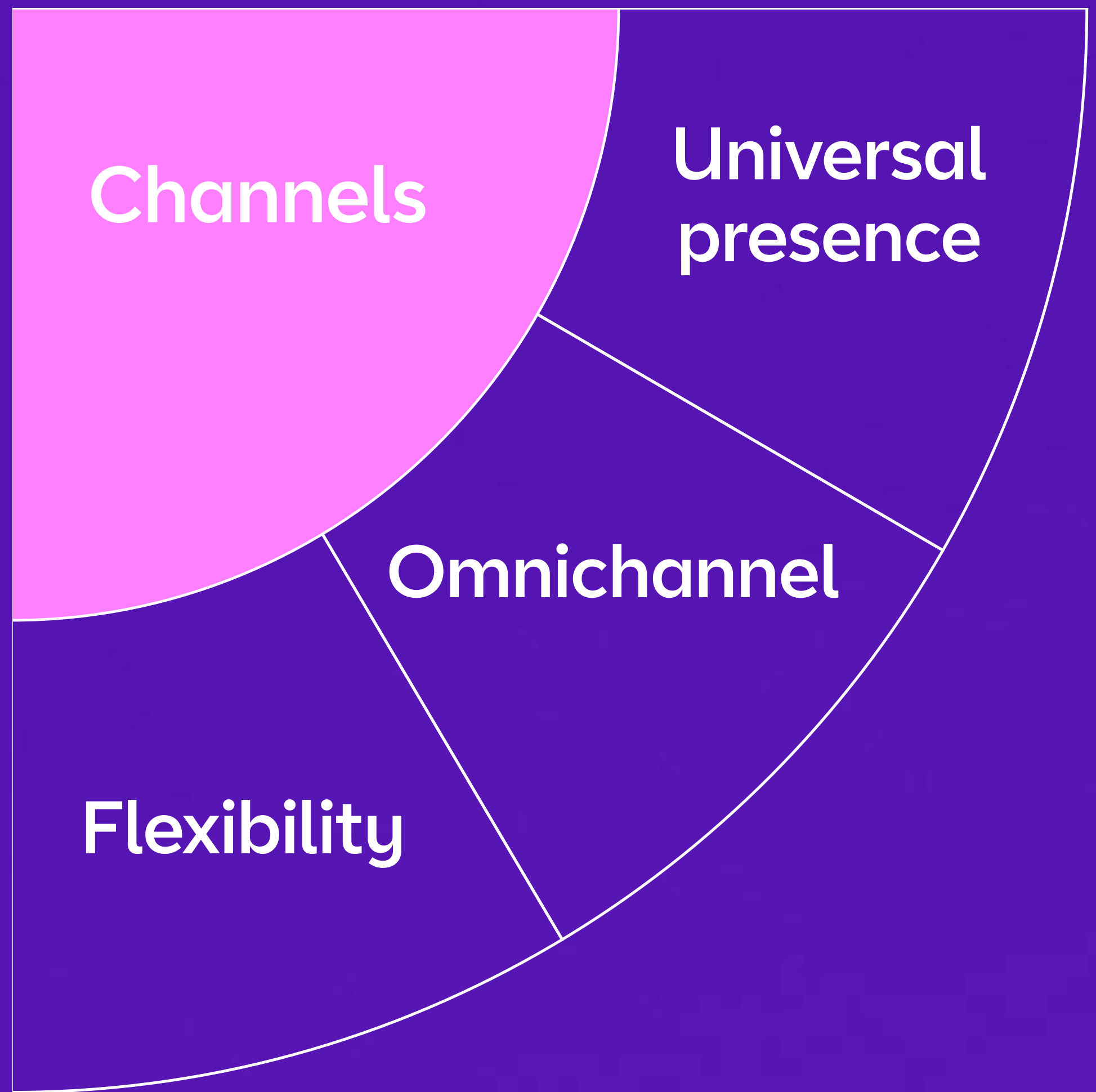
Track real-time **consumer behaviour** so you can actively adjust supply and demand.
Build in greater **visibility and control** across your supply chains to fulfil orders fast via multiple channels.





Add **smarter devices** and equipment to your factory floor to effectively **converge IT and OT**. Create new, connected ways of working for your **digital workforce** to meet customer expectations of delivery times.





Build a **flexible omnichannel** approach that gives you a **consistent universal presence** online and offline so you can drive connections at every touchpoint along the customer journey.



Take the first step towards securing a competitive future

Talk to your account manager
today and visit our website:

bt.com/digital-consumer-goods

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