

GLOBAL PRIVATE LABEL EXECS SAY SUPPLY CHAIN TRANSPARENCY IMPROVES PRODUCTIVITY AND CONSUMER CONFIDENCE

DATA SHOWS LACK OF COMMUNICATION AND ANTIQUATED COLLABORATION TOOLS PRESENT TRANSPARENCY BARRIERS

BENEFITS OF SUPPLY CHAIN TRANSPARENCY



83% SAY TRANSPARENCY IMPACTS CONSUMER CONFIDENCE AND BUYING BEHAVIOR



More than 1/2 ATTRIBUTE TRANSPARENCY TO IMPROVED CUSTOMER SALES AND LOYALTY



81% SAID THAT THEIR ORGANIZATIONS ARE MORE PRODUCTIVE BECAUSE OF THEIR ABILITY TO COLLABORATE

PRIMARY MODES OF COMMUNICATION



USE ONLINE COLLABORATION TOOLS INTENDED FOR PRODUCT LIFECYCLE MANAGEMENT



USE OFFLINE TOOLS LIKE EXCEL DOCUMENTS, THE PHONE AND FAX MACHINES



USE BASIC ONLINE TOOLS LIKE DROPBOX OR GOOGLE DOCS

TRANSPARENCY BARRIERS



38%

SAID THEY CANNOT IDENTIFY OR COLLABORATE WITH THEIR DIRECT SUPPLIER NETWORK



25%

RATED THEIR COLLABORATION AS "FAIR" OR "POOR"



SAID MULTIPLE TECHNOLOGIES, TOOLS AND SOFTWARE MAKE COLLABORATION CHALLENGING



47%

IDENTIFIED A LACK OF COMMUNICATION AS A MAJOR PLM DEVELOPMENT CHALLENGE

HOW IS TRANSPARENCY AFFECTING YOUR CONSUMERS - AND YOUR BOTTOM LINE?



This survey is Trace One's proprietary research. Executives from global, Fortune 500 companies who serve as private label retailers, manufacturers and suppliers. Countries surveyed included the United States, the United Kingdom, France, Germany, Spain, Italy and Canada. Survey participants anonymously responded in October and November of 2014.