Digital threads in retail: Enhancing traceability and consumer trust

How OpenText helps retail and CPG brands build secure, intelligent digital threads to improve transparency, ESG compliance, and customer engagement
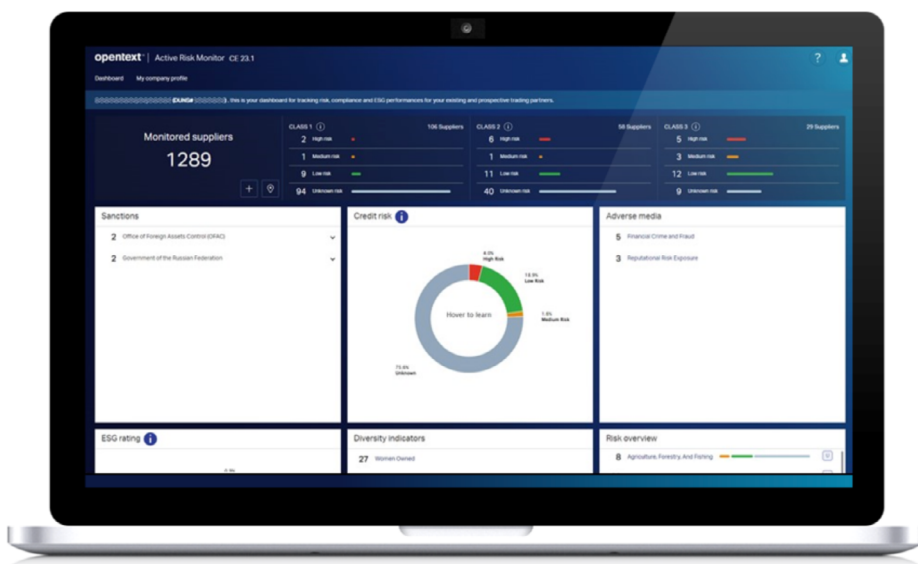
Business backdrop

Retail and CPG companies are under growing pressure to deliver transparency, traceability, and ethical sourcing across increasingly complex global supply chains. Consumers expect more than just quality—they want to know where products come from, how they're made, and whether they align with their values. According to Deloitte, personalization, transparency, and ethical sourcing are now top drivers of consumer loyalty.[1]

To meet these expectations, leading brands are investing in digital threads—integrated data flows that connect every stage of the product lifecycle, from design and manufacturing to distribution and customer engagement. These threads support ESG goals, enable connected packaging, and provide real-time visibility into product provenance. OpenText helps retail and CPG organizations build secure, intelligent digital threads that transform data into a strategic asset.

Active Risk Monitor provides users with a dashboard for viewing key risk insights from multiple sources in a single view.

Disconnected data and legacy systems limit traceability and responsiveness.

Many retail and CPG companies still rely on siloed systems and manual processes to manage product data, making it difficult to track provenance, respond to disruptions, or meet ESG reporting requirements. This limits agility and erodes consumer trust.

OpenText vision

OpenText envisions a future where digital threads are the foundation of every retail and CPG operation—connecting data, systems, and people across the value chain. Our platform integrates AI, cybersecurity, observability, DevOps, and service management to help brands build secure, intelligent, and scalable digital threads. For example, a CPG company can use a digital thread to track a new product from its design, through manufacturing, quality control, and finally to customer reviews. If a customer reports a defect, the digital thread allows the company to quickly identify the source of the problem and make necessary adjustments to future production.

With OpenText, retail and CPG companies can:

- Enhance traceability and ESG reporting with Aviator™ AI, which powers predictive analytics, supply chain optimization, and connected packaging insights.

- Secure product and customer data with OpenText Cybersecurity Cloud, protecting against ransomware, data breaches, and third-party vulnerabilities.

- Accelerate innovation with OpenText DevOps Cloud, enabling agile development and deployment of digital thread applications.

- Monitor system health and performance with Observability tools that provide real-time visibility into infrastructure and IoT systems.

- Streamline issue resolution with Service Management, automating workflows and improving compliance.

 "The digital thread is not merely a technological advancement—it is a strategic imperative for consumer goods manufacturers."

— Scott Lundstrom, OpenText Sr. Industry Strategist, Retail and CPG

Potential OpenText solutions

OpenText Solution	Relevance to digital threads in retail/CPG	Benefits
Aviator AI	High	Predictive analytics, ESG reporting, connected packaging insights
Cybersecurity cloud	High	Secures product data, supply chain communications, and IoT systems
DevOps Cloud	High	Agile development, CI/CD, continuous improvement
Observability	High	Real-time monitoring, anomaly detection, system optimization
Service Management	Medium	Incident automation, compliance support, reduced MTTR
Content Cloud	High	Centralized access to product documentation, ESG data, and compliance records
Business Network Cloud	Medium	Supplier connectivity, traceability, and provenance data exchange
Experience Cloud	Low	Supports stakeholder communication and consumer engagement

Business outcome

By implementing OpenText's digital thread strategy, retail and CPG companies can expect measurable improvements in transparency, efficiency, and consumer trust:

- Improved ESG compliance through centralized data and AI-driven reporting.

- Faster time to market with agile deployment of digital thread applications.

- Reduced risk of data breaches with integrated cybersecurity.

- Greater supply chain resilience through real-time traceability and supplier collaboration.

- Enhanced consumer engagement with connected packaging and personalized experiences.

These outcomes help brands meet regulatory requirements, build loyalty, and operate more sustainably in a competitive global market.

Next steps

We invite you to explore how OpenText can support your digital thread journey. Recommended next steps include:

- Introductory meeting with your operations, ESG, and IT leadership teams.

- Joint roadmap exchange to align on traceability goals and identify opportunities for AI, automation, and secure data exchange.

- Business Value Consulting workshop to assess current capabilities and define a vision for building intelligent digital threads.

Why OpenText?

OpenText is the global leader in information management, serving thousands of retail and CPG brands worldwide. Our integrated platform unifies content, data, and AI—empowering companies to build secure, intelligent digital threads that enhance traceability, support ESG goals, and deliver personalized consumer experiences.

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