

Transform consumer goods manufacturing with digital thread technology

Comprehensive information ecosystem tracks products from inception to disposal, improving supply chain operations and meeting consumer demands for transparency



Benefits

- Accelerate innovation and product development cycles
- Reduce risk with real-time supply chain visibility
- Enhance consumer confidence through transparent sourcing
- Strengthen ESG compliance with measurable impact data

In today's complex global supply chains, consumer goods manufacturers face mounting challenges in managing information across multiple decision makers, suppliers, and partners. The digital thread—a virtual representation of a product's entire lifecycle—offers a transformative solution by infusing intelligence into products through unique identity tracking. This comprehensive approach has become a strategic imperative for manufacturers seeking to address supply chain complexity while meeting growing consumer demand for transparency.

Enhance operational efficiency with seamless information integration

The digital thread connects previously siloed stages of the product lifecycle, from design and manufacturing to distribution and maintenance. By enabling real-time collaboration among cross-functional teams, manufacturers can swiftly communicate design modifications to production units and respond quickly to evolving consumer preferences. This integrated approach eliminates inefficiencies, reduces delays, and minimizes errors throughout the supply chain, allowing manufacturers to manage complexity with greater precision.

Services

Develop, connect, and extend your information management capabilities

- APIs from OpenText Developer Cloud
- Hyperscaler cloud partners (OpenText Private Cloud, AWS private or public cloud, GCP private or public cloud, Azure private or public cloud)

Build consumer trust through transparent product provenance

Today's discerning consumers increasingly demand visibility into production processes and ethical practices. The digital thread, powered by technologies like blockchain and RFID, creates an immutable record of a product's journey from origin to consumer. This transparency serves as a powerful marketing tool for health, beauty, and luxury brands, demonstrating commitment to ethical sourcing and sustainable practices while protecting against counterfeiting and brand reputation damage.

Mitigate risk with advanced traceability capabilities

When product recalls or quality issues arise, the ability to pinpoint affected products quickly becomes critical. The digital thread's traceability component, facilitated by IoT and cloud computing, provides real-time visibility into goods movement throughout the supply chain. This granular data capture enables manufacturers to isolate problems, implement targeted recalls when necessary, and maintain accountability across the ecosystem—transforming risk management from reactive to proactive.

Engage consumers directly through connected packaging solutions

Smart packaging equipped with NFC or QR technologies extends the digital thread directly to consumers, transforming traditional packaging into an interactive medium. By scanning with smartphones, consumers access product information, authenticity verification, and brand storytelling. This direct connection not only builds trust but also provides a powerful differentiation tool in crowded markets, creating emotional connections that foster brand loyalty among increasingly discerning consumers.

Why OpenText?

While implementing digital threads presents challenges in technological infrastructure, data security, and cross-supply chain collaboration, the benefits far outweigh these obstacles. OpenText provides the robust systems necessary for seamless data integration across multiple touchpoints with the security, scalability, and governance required for success. As a strategic partner in your digital thread journey, we can help transform your business operations from smart to smarter—enhancing agility, efficiency, and customer satisfaction in an increasingly competitive marketplace.