

10 steps

to succeed in the digital transformation
of your supply chain



Digital is revolutionizing all business sectors. In a rapidly changing economic context, it provides companies with a formidable lever for performance and competitiveness to meet new challenges.

- Improved customer satisfaction
- Flow optimization
- Interconnectivity of actors
- Automating
- Data management and AI

The transformation must be both efficient and value-creating, technologically adapted while meeting business needs.



01

Analyze the scope of your digitization



Essential preliminary step: you must define the scope of your digital transformation. Should it relate to your core business (product or service), your distribution, or your business processes? Digitization affects all aspects of the company. It is

imperative to identify your needs precisely, then to prioritize them taking into account your business strategy and your constraints. It is not about changing for the sake of change, but about transforming in a sustainable way to create value.

02

Define your goals

Closely linked to the identification of your needs, the definition of your objectives will allow you to move forward effectively in your project.

Your objectives can be operational or strategic: to have visibility on all flows, to save time on invoice management, to effectively reorganize team work, to optimize expenses, to challenge suppliers, to facilitate the transfer of information, securing data, improving exchanges between systems, modernizing the company, improving the level of customer satisfaction, etc.



Set clear goals and prioritize them. This will allow you to determine whether you should look for a global software solution (digital control tower, supply chain platform) or modular (Transport, Customs, Trade, Procurement, etc.). You will be able to evaluate the promises of the partners with regard to your needs and objectives. You will save time!

03 Consult your teams

The digital transformation of your Supply Chain must take into account the specificities of your sector, the requirements of Information Systems, and the needs of your business teams.

➤ **Consult all the teams** to identify the specific needs of each business and collect opinions. Your employees will be able to share their experience and could be valuable sources of information on the digitalization projects already underway in their profession, and in other sectors. Do not neglect anyone, you could miss important information.

➤ **Also estimate the gap between existing skills and the skills needed:** train your employees and, if necessary, recruit and retain new profiles.

➤ **Do not lose sight of the fact that the chosen solution must give you reliable and verified data,** analyzed through the prism of the business, integrated into robust, secure and scalable IT solutions.



04 Observe your competitors

Other companies in your sector or of a similar size may have already deployed digital solutions for their Supply Chain. Benchmark and draw inspiration from their best practices.

Make a list of your competitors or colleagues, your suppliers and your partners. Have they already implemented digital solutions for their supply chain? Ask your network to find out what practices are already in place in your sector. Ask your business or IT collaborators to collect information from their own network. Read the trade press. You will find stories of successful collaborations that can inspire you.



05 Analyze the available offer

TMS software, collaborative platform, digital control tower... Digital transformation is everywhere, in all forms. It is necessary to identify the relevant offers and compare them.

Use knowledge of your needs and goals to identify the features needed to meet them. Ex: "Track & Trace" to follow your flows; "Pricing" for your quotation requests; "Invoicing Control" to automate the processing of your transport invoices, "Custom Management" for your customs activities, ... And above all, compare them.

Ask your network for best practices in your industry. Read the press to discover trends and examples of successful collaboration. And participate in online trade fairs to discuss with experts and present your project to them.



06 Get advice

Digital breaks down silos and profoundly changes the structure of companies. The digitization of your Supply Chain will necessarily have an impact on your organization.

To make it a real performance lever, it will probably be necessary to rethink part of your processes. Ask business experts to precisely draw the outlines of your project, and identify all the opportunities to boost your performance. Consultants can assist you in drafting your calls for tenders.

Thus, if your company does import-export, it may be in your interest to digitize your Transport and Customs functions at the same time.

08 Formalize your project

When you are ready, draw up specifications detailing as much as possible your needs and objectives, the characteristics of your sector or your organization. The more information you provide, the more the identified partner will be able to make you an offer that meets your needs.

07 Don't compromise on quality

Be demanding. The digital transformation of the supply chain is a crucial step, tremendously creating added value if it is carried out correctly. Do not settle for a partial, too simple, or unsatisfactory solution.

A modular solution will not necessarily cost you more and will offer you a better ROI, because it will take into account all of your characteristics (sector, company, IS architecture, business constraints, reality on the ground). This is your tool. It should meet your needs.

A software publisher will be able to advise you on IT aspects. A business partner, expert in the transformation of Transport and Customs functions, will be able to guide you to improve the performance of your Supply Chain.

09 Adapt governance

A key factor of success, the establishment of appropriate governance allows rapid and effective decision-making. Designate a project manager. Responsible for change management, he will be the privileged interlocutor internally to collect business needs and will act as intermediary with the chosen partner.

This designation will prevent you from dissolving information between services. Reporting and decision-making will be facilitated. The project manager can come from the Supply Chain or the IS.



10 Train your teams



Changes can be experienced in a stressful way by your teams, depending on their seniority, their knowledge of digital or their function in the company. Involve your employees by listening to their needs and apprehensions, train them in the use of the tool so that they perceive the advantage that this change represents for them: fewer repetitive actions, more collaborative work, orientation towards tasks with higher added value.



MyTower, a supply chain software publisher, digitizes your Transport and Trade Compliance processes.

Our team of business and IT experts support you in all stages of your project.

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