

The Three Benefits of Digital Transformation in Design, Manufacturing, and Supply Chain

It's 2019 and the digitalization era is in full swing. Companies are solving problems faster, automating workflows easier, and improving efficiency constantly. Digital technologies are being integrated through and through into all business elements. This allows companies to be quick on their feet when it comes to managing change. This flexibility has formed a new culture around digital transformation that influences how leaders manage their teams. Customers have already adjusted to this culture, immediately benefiting from the use of digital technology. Consumer needs can finally govern business operations with less limitations. Instant gratification is the new black, so nothing less than personalized products on-demand can keep customers satisfied. Digital transformation has improved design, manufacturing, and supply chain processes to make this customer-focused adaptability possible.

Adding digital technology to the design process has vastly improved how efficiently products can be developed. As teams create, modify, and finalize topnotch designs, they can easily communicate across multiple locations. When a design is ready for manufacturing, the team can simulate the product first. This pre-production quality testing means products can be developed faster and at a higher standard. Throughout testing, teams can smoothly collaborate on fixes and track progress to completion. The digitalization of the design process allows customers to get the absolute best of the best from reliable companies.

Manufacturing, one of the most daunting tasks for businesses, finally has what it needs to run smoothly. Using digitalization to simplify manufacturing has revamped productivity potential. Setting realistic production expectations, meeting those expectations, then altering them as needed can all be done with digital technology. Machine monitoring helps keep production capabilities consistent and ensures that manufacturing processes are aligning with expectations. The magic of 3D printing also comes into play, turning digital models into simulated products in less than 24 hours. Digital technology matured manufacturing far past what was previously feasible.

As customer demand and business needs fluctuate, the supply chain must constantly adjust in order to keep up. Digital supply chain analytics determine which changes need to be made. Those analytics track each step closely and provide vital insight to management. As new information comes, it can be easily applied to a digital supply chain. A digital supply chain easily moves with the ebb and flow as necessary changes are determined. Digital transformation offers a precise, flexible supply chain that would otherwise be impossible.

Without digital transformation, businesses risk falling behind the competition. Not only that, it's risking falling behind on customer demands. The purpose of digitalization is the ability to adapt. A full transformation applies digital technology to make designing, manufacturing, and supply chain management more adaptable. You'll need an experienced ally in your corner for such a major renovation. Brown Bag Marketing seeks to understand your company and be a true partner through your unique digitalization process. The age of digital transformation is upon us and we can provide the support you need to approach it head on. Contact us to learn more about how we are revolutionizing the way businesses operate by simply applying the right technology. We are ready to help prepare you for this journey, so are you ready to take the first step?