



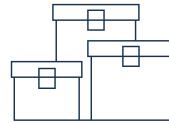
The Power of a Connected Future:

Where Your Customer and the Supply Chain Meet

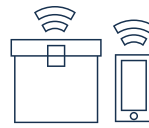


The retail and consumer goods supply chain has fundamentally changed. We are seeing unprecedented supply chain disruptions that will impact the global economy for years to come. Furthermore, random disruptions like the Suez Canal blockage, shipping container shortages, port closures, and other events have shown that the global supply chain is subject to greater interruptions and problems than many individuals had previously thought. As a result, consumer brands need to adapt and evolve their operations from beginning to end to ensure they meet the needs and wishes of their customers.

Any company knows that a poorly optimized supply chain risks exposing the organization to challenges like:



Excess inventory or shortages of product



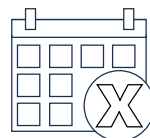
Segmented inventory between virtual and physical locations



The inability to accurately determine the cost of goods and margins



Lost orders



Missed delivery dates

These, and other effects of a poorly managed supply chain, can lead to negative financial impacts on the business and a poor customer experience.



Supply chain disruptions—both preventable and unforeseen—are prompting companies to invest in improving their supply chains, but companies need to be aware that customer purchasing preferences are changing too.

Consumers are increasingly looking for a more customer-centric experience from brands they do business with. According to research:



67 percent of shoppers in the U.S. have purchased a product online for in-store pickup in the past 6 months ¹



Consumers report that product quality is a major consideration when making a purchase decision



More than one in five consumers was likely to return or exchange a gift they received if it did not meet their expectations ²

While these findings may differ between industries, they show that customers are looking for a retail experience that caters to them; they want to be able to buy products when they want and where they want them.

These changes in consumer preferences and expectations have given rise to omnichannel retail, in which shoppers seamlessly move between different channels but still enjoy a unified experience. That puts even more pressure on companies' supply chain operations as it adds another layer of inventory management.



Like other companies in your market, as you consider where to focus your attention and allocate your budget to improve your company's operations, it can be helpful to think of your supply chain and your customers' experiences with your brand(s) as inextricably linked. Leading consumer brands have found that the key to unlocking a seamless customer experience is by uniting the supply chain and customer-facing capabilities in a single platform in the cloud.

When choosing a platform and solutions to fill this need, it is important to find an enterprise resource planning (ERP) cloud solution that:

- Leverages the advantages of the cloud
- Gives increased visibility and control
- Is from a technology provider that has a proven track record of success supporting consumer brands

Between supply chain disruptions and changing customer expectations, it is no wonder that Deloitte finds that **a significant percentage** of businesses are planning to make supply chain investments in 2021. ³

Taking your supply chain to the cloud to streamline operations

The whole supply chain process—from the planning stage, to working with vendors, to getting your product to your customer—has always been complex. There is a fundamental mismatch of supply and demand, making inventory management a balancing act. Brands have always had to forecast demand far in advance and then try to meet very narrow windows of demand. Any delays shorten the window brands have to market and sell their products at full price. On top of this, as mentioned previously, the omnichannel experience puts more pressure on companies' supply chain operations.

In the past, each time a company wanted to improve its process or address a challenge that arose, the company would have to either build new solutions in house or engage in a sometimes lengthy process to find and implement a new third-party solution. That approach led to layers and layers of "fixes" that were cobbled together.

A unified cloud solution addresses many of these issues. First, it can often be procured and implemented relatively quickly, enabling you to take advantage of new capabilities rapidly. Second, by selecting solutions that have been designed to work together, you avoid a number of the integration and long-term management challenges that you might have faced in the past.



Taking your supply chain to the cloud for increased visibility and control

Having your supply chain in the cloud does not just make your operations smoother, it enables options that were not available before. It can provide better visibility and control to improve

- Forecasting
- Vendor relationships
- Inventory management
- Omnichannel fulfillment

Visibility doesn't just mean seeing your supply chain from a bird's eye view—it means seeing a total picture of your business end-to-end.

When you combine your supply chain and customer data together, you get a single source of truth powered by a common data source. With this single source of truth, you can forecast better, identify key suppliers and vendors, respond quickly to disruptions, and find inefficiencies.



This in turn gives you more control over your operations and can create a feedback loop. With better forecasting you can better equip your vendors to make timely decisions. This makes you a better customer for your vendors and in turn they are more likely to prioritize your orders and ensure they are getting them out the door for you. This helps your operations to run more smoothly and gives you more time to act if a disruption occurs. The process creates more data you can use, which leads to better forecasting. Visibility allows you to see more of the options that exist so you can have the control you need to make choices that are best for your company and your customers.



Selecting the right technology providers for your company

So how can you take all the data you collect and get it to the cloud to achieve greater visibility and control? Together, Microsoft and Sunrise Technologies have been enabling consumer brands like yours to accomplish just that with Microsoft's suite of business applications— Microsoft Dynamics 365.

Dynamics 365 takes all your data and brings it together in one place. Sunrise then extends the core features of Dynamics 365 to provide a precisely tailored solution for consumer goods brands. Together, they enable industry-leading best practices and capabilities for

- Supply chain modeling and analysis
- Advanced omnichannel inventory optimization
- Soft allocation
- Multidimensional matrices
- Embedded supply chain business intelligence

In short, Dynamics 365 and Sunrise provide all the tools you need to have a bird's eye view of your business so you can be in control.



With decades of experience and hundreds of successful, industry focused go-lives, Sunrise has a proven reputation for helping consumer brands like yours integrate their supply chains and meet higher customer expectations.

The Sunrise solution empowers your organization by giving it a single source of truth that can be trusted as you forecast with less worry about excess inventory; plan inventory requirements and adjustments; and produce, procure, and sell your goods at the optimal time.

For example, solutions from Sunrise were just what Patagonia needed as it looked to pivot in the face of unprecedented supply chain disruptions.

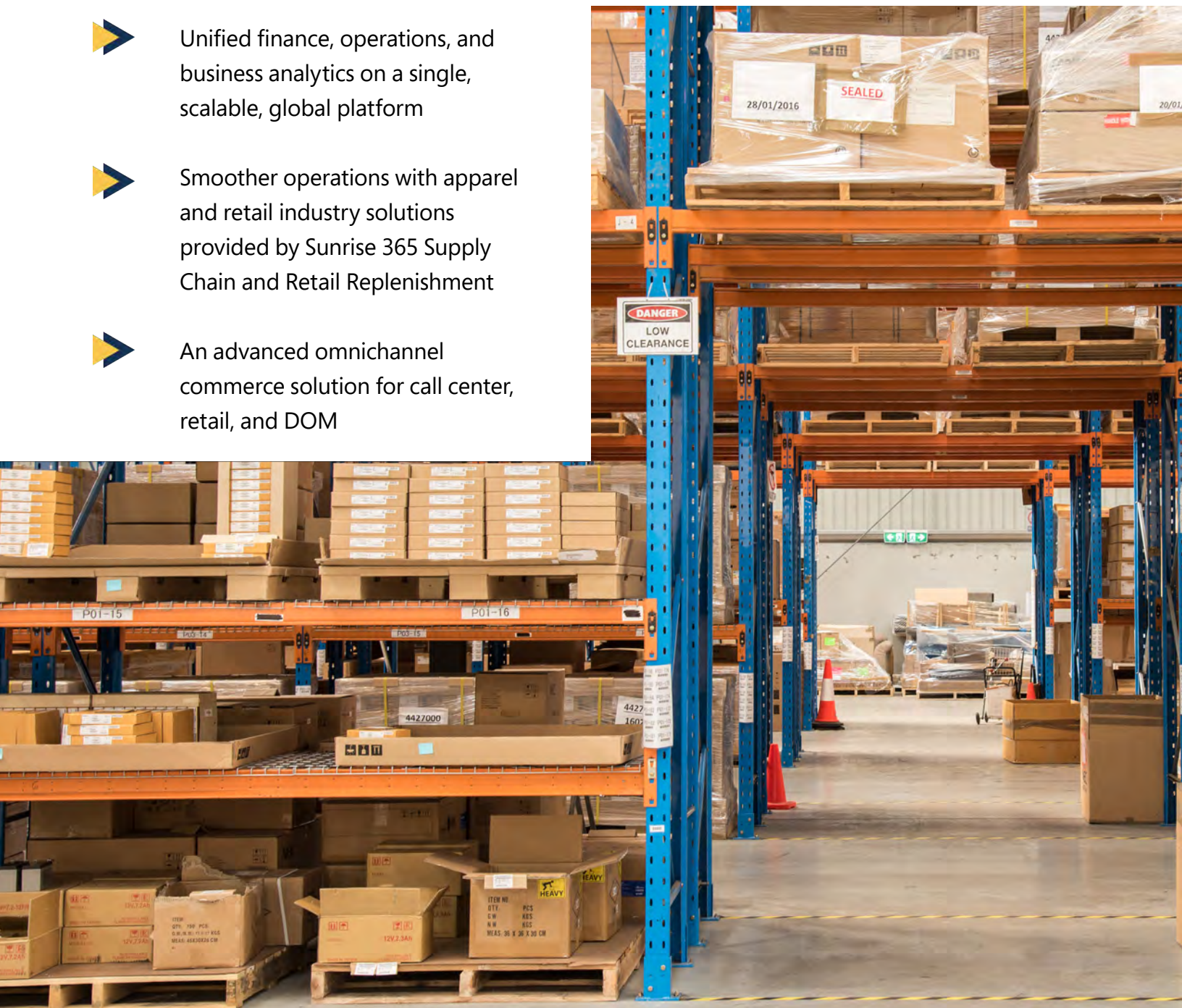
For Patagonia, the development, design, and production of a number of its products involve long lead times of a year or more. Many of its products are technically complex, featuring hundreds of lines in the bill-of-materials. When Patagonia needed to drastically overhaul its supply chain operations, it relied on Sunrise to be the apparel industry Microsoft partner that helped it identify the changes that would be most beneficial.

Recently, Patagonia continued its relationship with Sunrise, implementing curbside pickup; buy online, pick up in store options; and distributed order management (DOM) capabilities, turning stores into mini warehouses and ensuring customers could get what they needed quickly and safely.

Patagonia was able to achieve:

- Unified finance, operations, and business analytics on a single, scalable, global platform
- Smoother operations with apparel and retail industry solutions provided by Sunrise 365 Supply Chain and Retail Replenishment
- An advanced omnichannel commerce solution for call center, retail, and DOM

Sunrise helped Patagonia pivot in a timely manner. Now, with one global ERP solution, the company is positioned for additional growth in wholesale, retail, and eCommerce channels as it continues to move forward.



To start the process of building a robust and streamlined supply chain or to learn more about how Sunrise and Microsoft Dynamics 365 uses their industry experience to empower retail companies visit <https://pages.sunrise.co/workshop-form.html>.



¹ <https://www.radial.com/insights/bopis-and-future-order-fulfillment>

² Gen Z Shoppers Demand Sustainable Retail - HubSpot

³ <https://www2.deloitte.com/us/en/pages/operations/articles/retail-digital-supply-chain.html>

