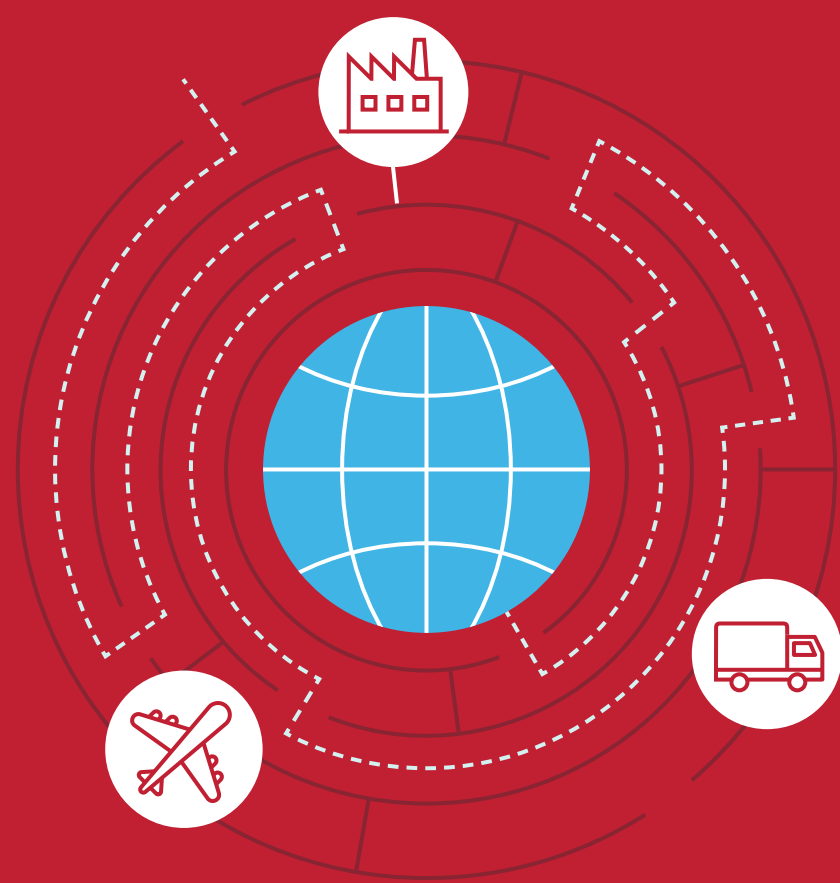




# Charting a path to supply chain transparency



## Limited visibility

Limited visibility across the supply chain remains a growing concern for retailers and manufacturers.

### Visibility hurdles



**Consumer concern about product safety and sustainability**

Demand for greater visibility and product disclosure

### Increased risks associated with the digital age

Use of social media has impacts on brand reputation and share price

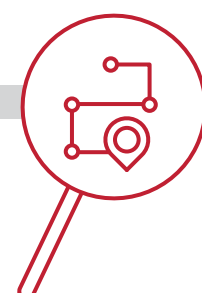


**Corporate supply chain practices**

Attracting increasing social, legal and regulatory scrutiny

Only **13%**

of companies have complete visibility into their end-to-end supply chain.<sup>1</sup>



**85%**

of business executives said that companies must positively impact society in addition to making money.<sup>2</sup>



**64%**

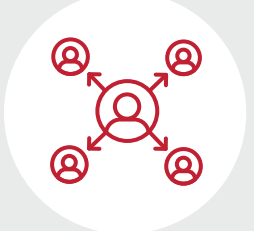
of consumers said they would choose, switch, avoid or boycott a brand based on its stance on societal issues.<sup>3</sup>



## Challenges with the supply chain

Navigating today's global market is riskier and more complex than ever before with supply chain challenges on the rise.

### Supply chain challenges



#### Outsourcing

To globally distributed supplier networks



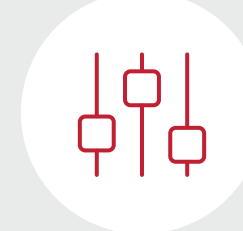
#### Accelerated lead times

Including same-day shipping or made-to-order manufacturing



#### Tailored delivery

To meet fulfillment expectations



#### Mass customization

For more choice in products and services



#### Acquisitions and consolidation

Integrating multiple systems, processes and infrastructures



**83%**

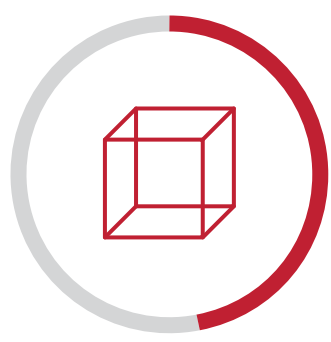
of businesses still do not have a fully integrated supply chain.<sup>4</sup>

## Increasing transparency

Supply chain transparency is a cornerstone of responsible conduct and a powerful tool for promoting corporate responsibility.

**47%**

of logistics decision makers said that a transparent supply chain has become much more important as a result of the pandemic.<sup>5</sup>



**95%**

of organizations have or will experience a supply chain disruption due to COVID-19.<sup>6</sup>

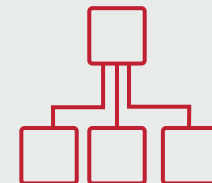


To achieve greater supply chain visibility, retailers and manufacturers need to overcome several mounting obstacles:



#### Globalization

Time, distance and communication issues



#### Tiered supply structure

Blurred visibility past Tier 1 suppliers



#### Outdated technology

Older systems lack tools and reporting processes



#### Siloed processes and functions

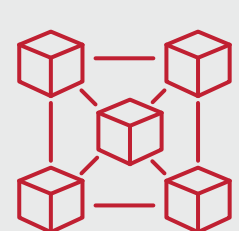
Lack of awareness of what other departments are doing

The solution to these challenges is not making the supply chain less complex, but rather embracing this complexity and making it a flexible, integral part of your business practices.

## Future focus

While finding solutions for the obstacles of today, look forward to the insights of tomorrow.

### Blockchain



**18.8%**

rely on blockchain to record, measure and report on performance-affecting supply chain disruptions.<sup>7</sup>

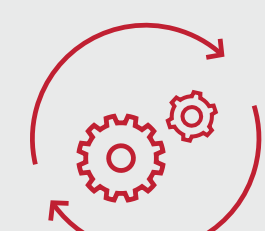
### Customer experience



**47%**

are considering new tools or applications that improve supply chain visibility and tracking.<sup>8</sup>

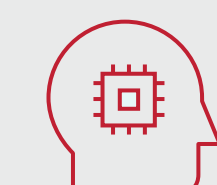
### Automation



**23%**

are currently implementing or planning to implement automation solutions over the next year.<sup>9</sup>

### Internal capabilities



**85%**

said their workforce will need new digital skills.<sup>10</sup>

Find more strategic transparency insights at [UL.com/insights](https://www.ul.com/insights)

Sources:  
1 KPMG, "Supply chain transparency: creating stakeholder value," 2020.  
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10 EY, "How the future of work will change to digital supply chain," July 2020.