

# Supply Chain Trends and How You Can Plan For Them





## \ Introduction

Today's supply chains are feeling the pinch of an e-commerce boom, which has led to drastic changes in consumer expectations as more Australian customers shop online. In 2021, more than 80% of households purchased goods online, highlighting a need for faster delivery despite distribution and logistics infrastructures already under immense pressure.

It's no secret that COVID-19 has played a leading role in transforming the [e-commerce landscape](#), but now it's up to businesses to accommodate faster and more flexible shipments to customers.

To keep up with changing customer expectations and rapidly-evolving technology, more Australian businesses are deploying cloud-based architectures for their supply chain management systems.

Many industries such as the [retail and hospitality sectors](#) have experienced significant growth in the wake of the pandemic, with many companies forced to implement new ways of streamlining their distribution systems.<sup>2</sup>

This eBook will explore the digital transformation occurring across the supply chain, and identify how your business can take advantage of the latest trends to keep pace with a challenging – yet profitable – e-commerce environment.

<sup>1</sup> Quickmail, "[How is the Australian eCommerce industry faring as we look into the future.](#)" Retrieved from [www.quickmail.com](http://www.quickmail.com)

<sup>2</sup> Unleashed Software, "[Emerging eCommerce Trends in Australia - Unleashed Software.](#)" Retrieved from [www.unleashedsoftware.com](http://www.unleashedsoftware.com)

## \ Change on the horizon

The global digital supply chain market is projected to reach \$13.6 billion by 2030, at a compound annual growth rate (CAGR) of 13.2%.<sup>3</sup> Thanks to the increased deployment of cloud-based management solutions, more businesses are enjoying end-to-end visibility for their mission-critical workflows.

These cloud platforms are replacing some of the traditional supply chain management (SCM) processes that relied on collecting data from different departments.

Demand forecasting models were often reviewed at the 11th hour and from a variety of Excel spreadsheets and individual departmental datasets.

Bringing the entirety of the process under one digital architecture effectively streamlines this process and offers transparency across the supply chain.

Digital transformation strategies also coincide with the rise of the circular economy.<sup>4</sup> Linear systems are being replaced by circular supply chains, resulting in companies spending less on raw materials – and enjoying a reduced risk of price volatility as a result. A circular supply chain creates less waste and increases brand loyalty amongst an increasingly green-conscious consumer base.<sup>5</sup>



<sup>3</sup> Allied Market Research, "[Digital Supply Chain Market Statistics | Industry Forecast - 2030 \(alliedmarketresearch.com\)](https://www.alliedmarketresearch.com/digital-supply-chain-market-statistics-industry-forecast-2030)." Retrieved from [www.alliedmarketresearch.com](https://www.alliedmarketresearch.com)

<sup>4</sup> Finances Online, "[14 Supply Chain Trends for 2022/2023: New Predictions To Watch Out For - Financesonline.com](https://www.financesonline.com/14-supply-chain-trends-for-2022-2023-new-predictions-to-watch-out-for/)." Retrieved from [www.financesonline.com](https://www.financesonline.com)

<sup>5</sup> Eco-Business, "[Australian consumers care more about environmental than social issues — and will pay more for green brands | News | Eco-Business | Asia Pacific](https://www.ecobusiness.com/australian-consumers-care-more-about-environmental-than-social-issues-and-will-pay-more-for-green-brands/)." Retrieved from [www.ecobusiness.com](https://www.ecobusiness.com)

## \ How to plan for change

Adopting a digital transformation strategy furthers your integration into the circular economy. The benefits of process automation that a digitally native solution offers also saves on consumables like paper and ink. While you still need to have these resources on hand, you'll use far less over the course of a year. By only printing what you need, you're supporting sustainability initiatives and helping your bottom line.

Brother offers hardware that contributes to the [document management](#) solutions that can accelerate your business process, while reinforcing security and improving visibility across the entire supply chain.

By creating a digital workflow that consolidates the scanning, managing and sharing of your critical data and

documents, you'll enable all authorised personnel to view and contribute to a 'single source of truth' on a cloud-based platform.

No longer will your management process depend on gathering information from a variety of devices and spreadsheets. Brother [desktop](#) and [mobile scanning](#) solutions can easily integrate with your workflow software so that you can:

- Support your increasingly remote-capable and hybrid workforce
- Share digital documents across the entire supply chain – from warehouse operators to delivery drivers
- Enable instant access to digitised documents
- Transform paper documents into searchable data with Optical Character Recognition (OCR) software
- Create a repeatable workflow for scanning, sorting and deleting documents in order to increase transparency, traceability and compliance with regulatory requirements



## \ End-to-end visibility

A streamlined supply chain management system provides transparency from the [warehouse floor](#) to the end user's front door. To equip your workforce with the tools necessary to keep pace with today's fast-paced distribution standards, Brother offers [mobile and labelling solutions](#) designed to integrate seamlessly with your digital management system.

From asset tagging and tracking products to labelling shipments and creating documents that update delivery schedules in real time, warehouse operators, drivers and office staff can benefit from the transparency and convenience of select Brother [portable printers](#) and [handheld labellers](#).





## \ Managed expectations

The e-commerce boom in Australia is reflective of a global shift in consumer preferences. The supply chain management industry is looking to keep pace, and – with an estimated market value of \$8.94 billion by 2024<sup>6</sup> – the push towards a digital architecture is happening now.

Demand for a streamlined, digital workflow process is clear: 45.1% of supply chain managers are investing in warehouse management software that can scale alongside unprecedented industry growth, with automation listed as a key feature in demand.

Brother [Software Development Kits](#) (SDKs) can offer portable and labelling solutions tailored to your supply chain enhancement needs. By providing a simple, cost-effective and reliable means of integrating mobile print and label devices to your existing software architecture, you'll achieve transparency and traceability across the entirety of your distribution network.

To align your business with the digital transformation trends powering the e-commerce industry, **contact Brother today**

<sup>6</sup>Trust Radius, "[Supply Chain Statistics for 2021 \(trustradius.com\)](#)." Retrieved from [www.trustradius.com](#)

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