Linear supply chains of the past are not fit for the future. Businesses need more resilient networks to ensure supply in a business landscape marked by:

- Fast-changing consumer preferences
- Customization that demands flexibility and speed
- Increased demand and supply shocks
- Expectations for sustainable products and processes from investors, consumers, and governments

Connect traceability to business objectives and choose applications that will create immediate value. Build a community of potential value chain partners to learn how a circular value chain can create new opportunities.

Traceability helps balance several value chain objectives, including:

- Efficiency
- Resilience
- Responsiveness
- Sustainability

Five enablers are crucial to success:

- Traceable supply chains require an ecosystem of interrelated elements and strengthening each one is key.
- Instead of rushing into a pilot, start by focusing on two areas.
- But beware of common pitfalls.

Most companies struggle with traceability.

- Digital traceability pays off.
- Companies that get it right have a powerful competitive advantage. But beware of common pitfalls. The biggest mistake companies make is to delay planning how to scale their pilot until it is up and running, risking problems with:

To ensure a smooth rollout, make a plan for scaling each pilot before it is launched.

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