“Change is not something we tackle, it is something we make happen.”

As industries of every kind face increased competition from incumbents and newcomers alike, the necessity for innovation becomes paramount. While historically we've seen innovation in different forms – from perfecting a single manufacturing line process to designing wholly new products and services, what we are seeing today is a relatively new type of innovation. As a result of blurred lines between product and service business models, a desire for real-time collaboration and optimization, and an ever-expanding partner network, digital transformation has become the solution to changing market needs. But even with surmounting evidence that early adopters of digital technology experience increased revenue growth and profitability, the question becomes – how do we get there? Building a digital supply chain is but one of the first steps a company can take to bring meaningful innovation to their business.