



tesa scribos®



WHITEPAPER

5 Steps to Successful Digitalization at the Product Level

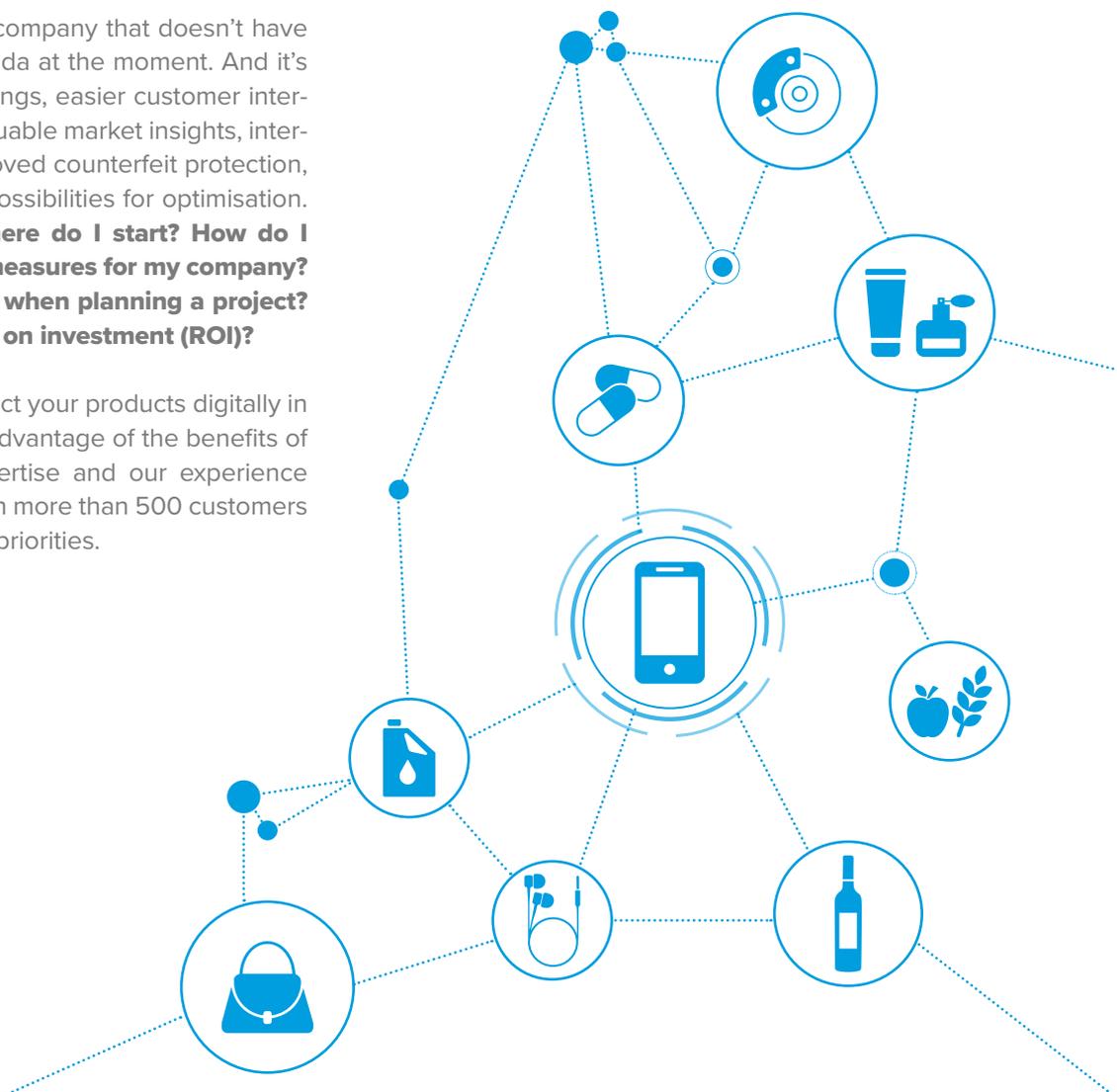
DIGITALLY CONNECTED PRODUCTS

How They Can Benefit You All Round as a Company

Exploiting new benefits of digitalization

It's virtually impossible to find a company that doesn't have digital transformation on its agenda at the moment. And it's no wonder: whether it's cost savings, easier customer interactions, greater brand loyalty, valuable market insights, internal process optimisation or improved counterfeit protection, digitalization offers a variety of possibilities for optimisation. Yet herein lies the difficulty: **Where do I start? How do I choose the right digitalization measures for my company? What do I need to bear in mind when planning a project? How do I achieve a quick return on investment (ROI)?**

Read on to find out how to connect your products digitally in five steps, and in doing so take advantage of the benefits of digitalization. We'll use our expertise and our experience from over 15 years of working with more than 500 customers globally to help you set the right priorities.



Step 1

IDENTIFY THE NEEDS OF YOUR BUSINESS

Involve All Stakeholders

As a general rule, **digitalization is not a one-man show**. Often, the product digitalization project is handed to a member of staff who takes individual responsibility for coordinating the project and moving it forward. In some companies, this can make a lot of sense. However, it is vital to make sure that all the relevant departments and stakeholders of a company are involved, right from the planning phase.

There are several reasons for this: The stakeholders within your company know exactly where optimisations need to be made in their work areas. A **comprehensive overview of your company's needs is only possible when these individual viewpoints** are all considered together. This knowledge is indispensable and should be utilised. **A successful digitalization project is one that benefits several business divisions** anyway – whether that's marketing, supply chain, sales or counterfeit protection. Precise planning can also help avoid complex amendments and even costly mistakes.

And last but not least, digitalization of any kind will always mean change, too. By ensuring the wishes and assessments of all relevant stakeholders are heard, you create trust and avoid frustrations. The motivation of the stakeholders who will in fact ultimately be responsible for implementing the project is of crucial importance for the success of the entire project.

SUCCESSFUL DIGITALIZATION PROJECT WILL BENEFIT SEVERAL BUSINESS DIVISIONS



Our consulting team already assists you at this step, saving you valuable time. We collect the requirements and needs of all stakeholders by means of personal interviews. We then make the results available to you in a structured report. This gives you the perfect foundation for all following steps.

Step 2

DEFINE AND PRIORITISE GOALS

Taking into Account Importance, Resources and Budget

Once all stakeholders have been heard and a “wish list” drawn up, the difficult part of the process begins. After all, you want to cover as much as possible, make few compromises and choose the right options from the host of possibilities.

At this point, it is advisable to conduct specific analysis and apply fixed parameters when choosing.

Simple questions can help, such as:

- Which goals need to be achieved? And which of the compiled needs are pivotal to them?
- Which departments are affected? Who is responsible?
- How much time is needed? What resources are needed?
- What budgets are required and possible?

As a rule, just doing this kind of analysis will shrink the wish list. The remaining needs should then be prioritised clearly. This will leave you with concrete measures. It is important that the results are communicated to all those involved in a comprehensible and binding way. Although later amendments are possible, if there is any uncertainty, they are associated with unnecessary costs and time.



THIS LEAVES YOU WITH
CONCRETE
MEASURES

Experience shows that prioritising the collected needs is one of the most difficult phases of the project. After all, it's only natural that each stakeholder focuses on their own interests. During this phase, we take on the role of a neutral mediator and support you in objectively setting the right focus.

Step 3

CONNECT YOUR PRODUCTS TO THE DIGITAL WORLD

Specification of The Product Label as a Digital Touchpoint

The product label is the heart: As the link between the physical product and the digital world, it is essential to the goals you have previously defined – and plays a bigger role today than ever before.

Because no matter whether you want to use the market knowledge gained to make decisions, activate customers, stop counterfeiting and grey-market activities or improve track & trace processes, a special product label is always needed: one which serves as an **interactive touchpoint** and connects your products to the digital world.

There are various parameters:

- Target group
- Number of products
- Surface
- Weather conditions
- Security requirements
- Costs

Your particular requirements must be satisfied. It is recommended that you get an experienced supplier on board by this point and take advantage of their valuable experience.



We have been developing the ideal product marking for international customers from a wide variety of industries for more than 20 years.

In doing so, we rely on the expertise that our parent company tesa SE has in the field of adhesives. Using this knowledge, we will also find the perfect product marking as a digital touchpoint for your products.

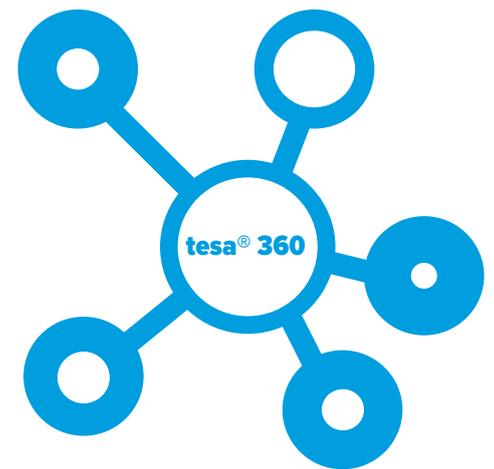
Step 4

CONNECTING PRODUCT LABELS WITH DIGITAL TOOLS & PLATFORMS

Gaining an Edge With Crucial Market Data

Your products are equipped with a digital touchpoint, which now need to be connected to digital applications. **The applications you choose will of course depend on the goals you previously worked out.** For example, if you want to implement global marketing activities such as competitions about your products, then you will need a digital planning tool. If you want to track product counterfeiting and illegal trade worldwide, an anti-counterfeiting module is used – and so on. Generally speaking, several tools and platforms are used in combination to meet the cross-departmental goals.

Consequently, **flexibility is important** here: Digital platforms such as our tesa® 360 platform combine smart apps, modules and web solutions and can be integrated into virtually any existing system. You enable modules and applications according to your needs. The principle of a **central digital platform with various modules** has a crucial advantage: the system collects, combines and interprets data from all enabled applications. This provides you with a holistic picture and allows you to make informed decisions.



GAIN MARKET KNOWLEDGE

A CENTRAL
DIGITAL PLATFORM
WITH FLEXIBLE MODULES
GIVES YOU HOLISTIC DATA
FOR INFORMED
DECISIONS

Thanks to a modular approach, we ensure that you reach the goals you have set – directly and with maximum flexibility.

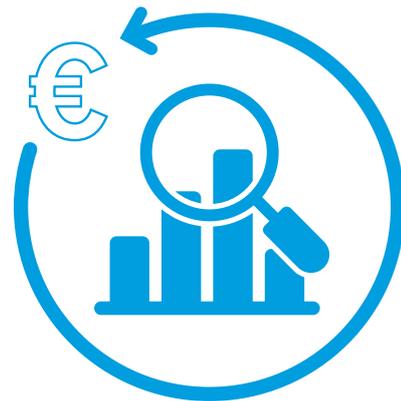
Step 5

UTILISING SYNERGY EFFECTS OF THE CUSTOM SOLUTION

For a Quick Return on Investment

Once your custom solution is in place, you benefit in all departments, thus enjoying a much faster return on investment. One possible scenario: Your marketing team receives customer feedback about product optimisations. Supply chain processes are optimised and track & trace measures are implemented easily. Counterfeits are forced out of the market and grey-market trading is exposed. And don't forget that data is collected from all these areas, providing you with a holistic picture. By analysing this market data, you secure market knowledge that can help you leave the competition behind.

Using our expertise and experience from over 15 years working with more than 500 customers globally, we work with you from brainstorming to development of a solution, right through to implementation – and as your long-term partner we support you with continuous analysis of the market data obtained. Guide your business safely into the digital future and exploit the new benefits of digitalization with us by your side.



GAIN A
**KNOWLEDGE
EDGE**
BY ANALYSING
MARKET DATA

Interested? Get in touch!
We are happy to answer all your questions.

Send us an email at consulting@tesa.com
or call us on +49 (0)6221-33507-17.

LET YOUR PRODUCTS TALK

New Benefits from Digitalization

From the first discovery that tesa® products can be used for data storage, to unique marking technologies and digital tools – since our founding in 2001, we have developed into a leading solution provider for digital transformation at the product level.

For brands that want to go digital, we connect their products with the digital world. By creating unique markings and digital tools, we let your products communicate with consumers, exchange data, and interact with track & trace systems. Together, we analyse your needs, develop your customized solution, and manage everything from idea to implementation – and beyond.

In short, we LET YOUR PRODUCTS TALK and offer new benefits from digitalization.

As a full subsidiary of tesa®, we are part of tesa SE within the Beiersdorf Group. The profound experience of Beiersdorf in international brand management with its own global brands such as Nivea and Eucerin, as well as the expertise of tesa® with market-leading adhesive solutions, is merged with the pioneering digital competence of tesa scribos®. This exceptional combination enables us to design unique solutions for our international customers from all kinds of industries. Based on extensive consultations, we develop, customize and implement solutions – all from one source. Our clients include world-leading companies such as Peugeot, Bosch, Castel, Danone and Chloé.

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