How this large apparel manufacturer achieved supply chain transparency through Serai

Our customer is a large textile and apparel manufacturer who owns several production facilities across Asia and is a trusted supplier to major international brands. While they pride themselves on being sustainable in their supply chain, they have struggled with showing this transparently to their customers.
They needed a solution that helps them track their vertically-integrated supply chain from end-to-end, from cottonseed research to product retailing. At the same time, they wanted to show and prove the origins of their products, helping to alleviate concerns about unethical supply chain practices.

What they needed

Aside from important features such as real-time reporting and an intuitive interface, our neutral and secure platform with strong tech foundations were distinguishing factors that helped to set our solution apart from others. A secure and safe platform was an important customer requirement due to the transfer of confidential supply chain information from multiple sources.

In order to achieve true transparency in their supply chain, it was important that their partners and vendors were on-boarded to the platform too. Providing incentives for lower-tier suppliers to easily join and share information, whilst remaining flexible enough to manage these relationships and information were key requirements for them.

The approach

In a series of workshops, we worked closely with them to identify critical data points their strategic partners and vendors would want to see. This helped their partners build even more trust in their relationship with their customers, and their customers’ relationships with end consumers.

Large companies often have lots of data, but much of it is difficult to access. That’s why we needed to build our solution so that it allowed our customer to combine multiple data source systems into a single view, where they and their customers can get easy access to information never before seen.

Our customer shares buyer purchase orders, and details of yarn and cotton lots along with supporting documentation for each shipment that leaves its factories. These various data sources only needed to be integrated once and shared with multiple parties, in a simple, secure and private way.

This seamless flow of information and being accessible all in one place helped to strengthen the trust they have with their customers, with the proof of chain of custody of their goods.
Achieving Supply Chain Transparency through Digital Transformation

Aside from tracing order flow throughout the supply chain, Serai also helps them map upstream suppliers, collect data for compliance needs, track environmental, social and corporate governance (ESG) commitments, and manage supply chain risks.

With the vast amount of data eventually integrated into the Serai platform, their customers were able to filter through shipments of goods based on date, style, shipment ID number and more. This feature provided our customers and their partners with enhanced visibility into their supply chains.

With the digitisation of all this data and information, it became easier to analyse their supply chain processes and eventually identify inefficiencies or opportunities for improvement.

By revisiting the data flow along their supply chain, they were able to identify areas to optimise their own systems, extract useful data and understand the quality of their data. Such data could eventually help better forecast the material sourcing process and optimise production planning, for instance.

If you’re interested how we can help you digitise your supply chain and achieve your transparency goals, book a free demo with us.

Book a demo
About Serai

Serai is the digital B2B platform by HSBC that makes global trade easier for apparel businesses.

As a member you can build new relationships and strengthen existing ones. Companies can share information about their business, products and services to create a trusted ecosystem across the supply chain.

Through a single platform, members can access industry business solutions and exchange complex information from multiple data sources to gain visibility into their supply chain.

Serai is an essential resource that evolves with its users over time to help grow their business and meet their changing needs.

It’s all about taking the complexities out of global trade.

Contact us

Find out more
seraitrade.com/traceability

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