

## DIGITAL CONTENT MANAGEMENT IN SUPPLY CHAIN

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**Abstract:** Supply chain digital content management, is planning, creating, managing digital content in various aspects, to target customers, consumers, also create a target a personalised experience in the need for a content in supply chain. Content digital supply chain management does have the need for a higher quality of available information, so as to be used by the consumers, customers engaged in various groups in supply chain. A digital content management entails the whole process of planning, creating, managing using the best use of digital content as desired in supply chain. Content in digital supply chain is to plan, source, make, delivery, also take up returns, as it becomes imperative to control inventory in any manufacturing process in supply chain. Supply chain target on personal experience requires complete content, with different forms of engaging concepts in supply chain. Digital content supply chain requires clear thinking, with clear understanding, demand, supply, consumption, experience, segmentation, with target emphasized on personal strategy in supply chain. Supply chain goal in digital content management, is to deliver to treat the content strategy, as important in supply chain, as new customer acquisition, is profitable revenue, better production, growth in revenue, with proper data acquisition, thus lowering the cost of sales, with customer with longer consistent record, with the exception of experience in supply chain. Digital content supply chain should achieve fulfilment of demand, driven by outstanding customer value, so to enhance the organisation, so as to bring better responsive, build better network, resiliency; facilitate financial appropriateness in supply chain.

**Key Words;** Content digital supply chain management: Planning: creating: managing: Inventory: segmentation: emphasized:

### Introduction

Digital content supply chain management is towards the basic level, the consumer is facing the positions to fulfil the demand, as organisation should also fulfil the supply demand, on the required time, through efficient use of cross chain resources, as to maximize the resources, production, and duplication, minimize the inventory, and develop standardization, in supply chain.

Digital content supply chain improving performance in achieving cost effective, that is characterised by increasing product variety, new technologies, price, inventory, turnover, with challenges in facing the agility of manufacturing, demand with shift of power, changes, as it moves around the digital content delivery in supply chain.

Supply chain content digital management ambition is that more of the traditional supplier, as consumers shifts to content digital supply chain, on becoming a true digital player in supply chain.

Digital content in supply chain in the final phase of change management, once implemented the need for continuous movement, improvement, monitoring, protection, the process, with full potential in the areas of change management in supply chain.

Supply chain in digital content should change frequently monitor the internal, external performance to streamline the upstream, downstream, horizontal vertical trends in supply chain, with the ability to give preference to strength, weakness, opportunities threat with given priority in supply chain.

Digital Content in Supply chain with the aid of sufficient contribution in artificial intelligence, with machine learning as an incentive, with the use of algorithm, being crafted to fit the customized conditions in supply chain, this is in order to suit the necessities in supply chain, with the contempt of business operations of the organization being implemented in supply chain.

Digital Content in supply chain by improving inventory optimization in organization with multiple distributions can be improved. In manufacturing supply chain are essential to keep constant product availability and most industries heavily rely on forecasting to assess how much stock, will be required in the near future, also with forecasting errors, as over or under stock can cost growing business customer using machine technology predictive analysis, so that can be made continuously, aggressive using data to adjust forecast to suit organization, also take into account some of the forecast, than the typical forecasting available in supply chain.

### **Purpose of the Study**

**Objective:** Digital content supply chain does support the process that includes plan, source, make, deliver, return, as supply chain risks, with proper finance, collaborating with good network industry, as it becomes possible for smaller suppliers to focus on organisation, so as to prosper for a specific purpose in supply chain.

Lean manufacturing seeks to eliminate the inefficiencies, in productivity, with the consent of content digital supply chain, for the benefit of the customer, as to what is needed, the time it is needed or required, the quantity that is needed or required, is also to make sure that the right components, are delivered at the right point, needed for production, also at right time, thus encouraging the supplier to implement the procedure in supply chain.

Digital content supply chain, with rapid growth, with changes in digital distribution technology, have introduced a number of challenges in management of supply chain, for information goods, so as to analyse the manufacturing, production, both physical, digital

goods, which has the choice of selling through a single retailer in supply chain.

Supply chain having Digital Content in procurement, sourcing leaders face continuous pressure to optimize cost, while supporting increasing customers, which demands agility in supply chain. Supply chain in the endless pursuit of Procurement of cost savings in the organization, often create unnecessary risk in supply chain, thus pushing way suppliers whose unique capabilities may be critical to the business leading to a bad leadership in procurement in supply chain.

### **Literature Review**

Supply chain digital content is today concerned with transformation, looking for an optimized, way to manage the creation, sharing, the use of digital content to about 80% in supply chain. Supply chain adopting the tools process that work together to enable deeper efficiency in use of assets, managing global, efforts require strategic guidelines, with effective collaboration, creation of planning, buying, placing, strategic competency in supply chain, for the purpose of inbuilt, platforms, that integrate to provide corporate facilities process which in turn would bring greater efficiency through the process of about 75% in supply chain.

Digital content supply has come to encompass handling of products, services, within the organisation, undergoing the changes in supply chain. In order to benefit from the digital content, it has become necessary to leverage the approaches to digital transformation, technology in 75% in supply chain.

Supply chain digital content is an intelligent value added constituting about 75% of the novel process, utilizing new approaches with digital transformation, creating competition, valued network, as the organisation goes in digital transformation, allowing features such as bar-coding, scanning, service, communication, as these activities are made possible with the use of smart technology, with embedded devices, enabling intelligence policies, as these devices allow programme, admissible, to sensible communication, monitoring, memorising, associated with 75% of the activities in supply chain.

### **Research Methodology**

**Primary:** Digital content in supply chain has come to encompass with products, services, handling, process, within the organisation, undergoing various changes, in order to benefit from the digital content, as it has become necessary to leverage the approaches of digital transformation, technology in supply chain.

Supply chain digital content supply chain, is considered to be transforming, also creating

competition, value towards network analysis, as the organisation allows from the features, like better communication, with devices, that enable intelligence to be admissible for a sensible association in supply chain.

Big data analytics in content digital supply chain, stored in the form of electronic communication, include, messages, updates, captured from sensors, Global Positioning System, mobiles, in supply chain. Big data analytics, on content digital supply chain, helps to reduce order on delivery, cycle time, improve customer's relationship, efficiency, that influence competition in supply chain.

**Secondary:** Supply chain content digital using the application of Cloud computing, with concept of services delivered in the form of hardware, software, with the data centre performing the Cloud based synchronisation, giving information technology, in the organization, the priority in supply chain.

3D printing in Content digital supply chain, with using of Computer Aided Design, for manufacturing, based technology, involves the software to print object using variety of materials, with the help of laser technology, enabling direct digitalization in the process of manufacture in customised goods, to produce low cost goods in supply chain.

Digital Content in supply chain, becomes rather complex, critical, visibility, into a real-time operations, emerging as a competitor, in order to manage risk, disruption, as the organisation tend to use Control Tower solutions, for shifting, the priorities, conditions, warranties, in supply chain.

## Results

**Analysis:** Supply chain content digital technology does bring in the aircraft not manned for the potential use in delivery of products, by the use Radio Frequency Identification tags, bar-code, QR codes, with the information on a centralized data base centre, able to process, capture aerial view of the products in warehouse or stores in supply chain.

Content digital in supply chain, also concludes with the application of using software, designated to the run the software for the mission of wireless application, mobile devices, smart phone, lap tops, as wireless mobile application can be utilized for point of sales payments, bar code detection, scanning, map-routing, inventory optimization, also to enhance the changes in operations in supply chain.

Digital content supply chain have shown that predictive analysis, enhance the performance, improve visibility, robustness, resilience, improve the organisational performance, digital performance, with the focus on the adoption of cloud computing, giving development to

network, efficiency, responsiveness to the process in supply chain.

Supply digital Content with the age of artificial intelligence algorithms, machine learning, will force to recognize the outcome of past stocks among the various conflicts that have perpetuated into the present use of data.

Supply chain Digital Content of artificial intelligence ethics with an initiative, along with the partnership of digitalisation on the debate about the ethics of artificial intelligence, have begun to take place, but however the real issue extends beyond the use of algorithms, in which the decision make machine leaning, Block Chain, Wireless operation,as a corporate governance in supply chain.

### **Discussions and Findings**

Supply chain content digital consists of various execution in procurement, of raw materials, then converting the raw materials to finished products, goods, then store the finished products or goods, as inventory, then take up the delivery to the customer, consumers as per the requirement, need of consumers, customers, with the dimensions of suppliers, productivity, inventory, logistic, customers, information technology, performance measurement in supply chain.

Digital content in supply chain, giving preference to detailed Bill of Materials used as a production, content used as a format for manufacturing, as a culmination of the steps that put everything into production, looking into sourcing, approving distribution, of digital content across various concepts in supply chain.

In supply chain digital content is pushing commodities to lower the prices, also driving to alternative sourcing, with frequently reviewing on the prices of raw-materials, production, also on the distribution policy, which is leading to further enhancement of the application of forecasting, acquiring better information from suppliers in supply chain.

### **Future Work/Conclusions: Managerial Implications**

Supply chain content digitalisation is given more emphasis on the new product, services, product life-cycles, as they become shortened, also most critical, to provide accurate information, on the cost, design of the product, the requirement of materials, the type of manufacturing, the type of service to be rendered in supply chain.

Content digitalization network in supply chain is to integrate from different sourcing, locations, in order to drive the physical act of production, distribution in virtual mode, in order to leverage the sensor based data, as a digital concept of network, integrate the various views of the network, with the rapid use to the changing situation in supply chain.

Digitalization in supply chain content have the volatility, volume, velocity, visibility, as they optimize, to bring better results with a series of good objectives, also to show better results, with a series of objectives, total cost, quality service, with the support of innovations in supply chain.

Supply chain in content digitalisation, have changed dramatically, with key developing, low computing costs, better strategy systems, lower bandwidth cost, as organisation, are into investing less, also able to reap better benefits, on the concept of digital technologies in supply chain.

Digital content supply chain, with flow on linear designing, creates better physical movement of goods, have remained, created to have changed in the physical movement of goods, with good amount of data flowing, more constantly, also dynamically, with real-time, with better interconnection, into an effective predictive network, with fall in transaction cost, with the ability to transact with increased connection, in network, with different components in supply chain.

**Management Implications:** Supply chain Digital Content, enables organisations, to streamline the routine possibilities of day-to-day function in Management Information System, services, expand, capabilities, enhance the potentialities', through analytic, technologies, that performs sophisticated functions in management, thus transforming the functions in supply chain.

Digital Content in supply chain integrates the technology with powerful operation systems, also serve the Management Information System with services, to become a formulae, with transforming the vision, in developing the future in supply chain.

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