Playbook for CPG Leaders

Facing Growth, Disruption, and Compliance Pressures in Supply Chain

You're being asked to do more with less. Your team is managing rising order volumes, dealing with workforce shortages, and keeping up with increasingly complex customer demands—all while ensuring compliance with changing regulations. Meanwhile, legacy warehouse systems are showing their age: downtime, lack of visibility, and manual workarounds are becoming daily pain points. If this sounds familiar, you're not alone. CPG companies across the globe are facing the same reality.

This playbook is your practical guide to overcoming those challenges. Inside, you'll find actionable strategies to modernize your warehouse operations, integrate future-ready technologies, and ensure you're fully compliant with emerging regulations like FSMA 204.
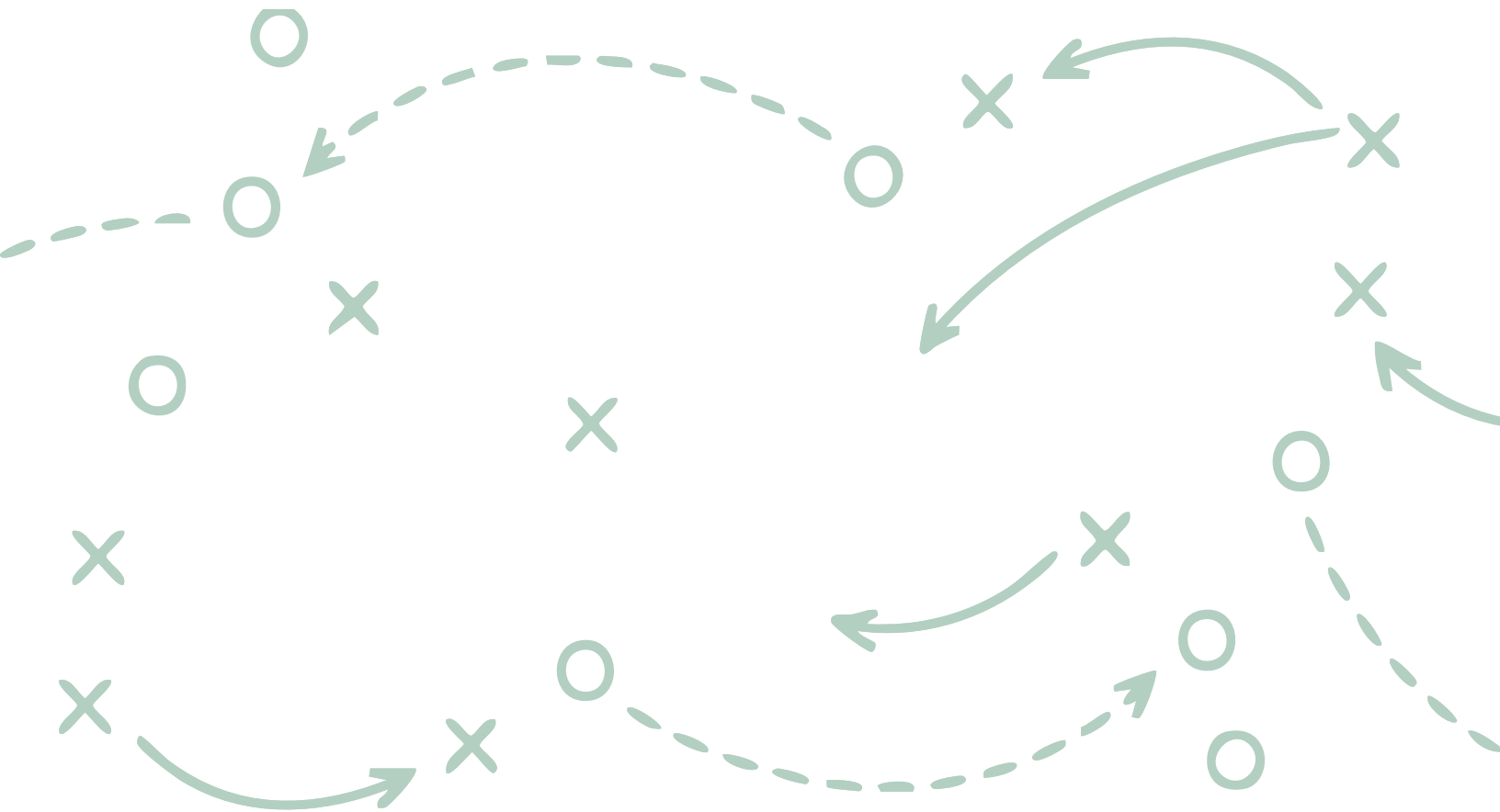
Understanding the 2025 Supply Chain Landscape

Key Pressures CPG Leaders Face:

- **Labor Shortages:** It's harder—and more expensive—than ever to find and retain skilled warehouse labor.

- **Omnichannel Complexity:** Juggling DTC, retail, and wholesale channels increases fulfillment complexity.

- **Aging Technology:** Legacy WMS platforms struggle to support today's real-time, data-driven operations.

- **Compliance Risks:** New regulatory frameworks like FSMA 204 require precise traceability and documentation.

Are you experiencing this right now?

Revenue losses from mis-picks, late shipments, or inaccurate inventory data	Declining **customer satisfaction** from poor fulfillment execution	Risk of regulatory fines and **lost business** with key partners

Step-by-Step Approach:

1 **Assessment & Goal Setting:** Evaluate your current pain points and define what success looks like—from faster fulfillment to greater inventory accuracy.

2 **Prioritize Use Cases:** Focus on improvements that yield the highest impact. This could be real-time inventory updates, streamlined receiving, or faster pick-and-pack workflows.

3 **Vendor Evaluation:** Look for solutions that offer scalability, cloud flexibility, integration support, and proven CPG experience.

4 **Pilot & Scale:** Launch with a single site or workflow, measure results, and iterate before scaling across the network.

5 **Change Management:** Ensure adoption by aligning leadership, empowering frontline workers with training, and updating SOPs.

Tip

The most successful CPGs don't just swap systems—they use **modernization** as an opportunity to reimagine their processes.

Your Modernization Action Checklist:

◯ Conduct an internal WMS health check and document current bottlenecks

◯ Identify 2–3 high-impact areas for process improvement

◯ Build a business case with KPIs tied to cost savings and service levels

◯ Establish a cross-functional steering team (Ops, IT, Finance)

◯ Create a phased implementation roadmap with measurable milestones

Your WMS Modernization Roadmap

Tech Transformations That Matter:

- **AI & Machine Learning:** Forecast demand, recommend replenishments, and automate decision-making to reduce overstock and stockouts.

- **Robotics & Automation:** Autonomous mobile robots (AMRs) and Automated Storage and Retrieval Systems (ASRS) help offset labor shortages and improve picking speed.

- **Cloud-Based WMS:** Gain system-wide visibility and reduce costly upgrades with cloud-native platforms.

- **Real-Time Analytics:** Monitor KPIs like order accuracy, fill rates, and cycle times to drive

Your Strategy for Integrated Technology

Use Case Highlight

A mid-size CPG manufacturer deployed AI-powered picking algorithms and reduced order errors by 38% while increasing on-time shipments by 22% within the first quarter.

Technology Integration Checklist:

- ◯ Audit your current tech stack for gaps in automation, analytics, and mobility

- ◯ Prioritize integration between WMS, ERP, and TMS platforms

- ◯ Develop internal use cases for robotics or machine learning pilots

- ◯ Secure budget for tech upgrades tied to specific business goals

- ◯ Create a training plan for staff to adopt and adapt to new tools

Navigating Traceability & Compliance

Insight

Compliance is no longer just a box to check. It's a **competitive advantage** that builds trust and opens doors with top retail partners.

Be Ready for FSMA 204 and Beyond:

- **FSMA 204:** The FDA's rule on food traceability requires CPG companies handling high-risk foods to enable end-to-end tracking, with detailed documentation.

- **GS1 Standards:** Adopting universal barcoding and data exchange standards ensures smoother collaboration with suppliers and retailers.

- **Customer Scorecards:** Retailers increasingly judge suppliers on metrics like OTIF (on-time, in-full), damage rates, and fill accuracy.

Action Checklist:

- ◯ Implement real-time product tracking from source to shelf

- ◯ Digitize traceability records and automate audit readiness

- ◯ Sync warehouse data with traceability requirements across the supply chain

- ◯ Conduct mock traceability audits to identify gaps

- ◯ Engage cross-functional teams (compliance, IT, ops) to align traceability protocols

- ◯ Stay informed on evolving FSMA requirements and global standards

Modernizing your supply chain isn't optional—it's essential. With the right strategy, tools, and partners, you can increase agility, reduce costs, and confidently meet the demands of today's marketplace.

Future-Proofing Your Operations

Next Steps:

- Share this playbook with your operations and IT teams

- Conduct a WMS maturity assessment

- Begin identifying modernization opportunities with trusted advisors or partners

- Set quarterly checkpoints to evaluate progress toward modernization goals

- Celebrate small wins to maintain internal momentum and stakeholder buy-in

Ready to Modernize?

Schedule an Advisory Call