

Technology solutions are the key to designing green packaging that realizes the benefits of sustainable manufacturing



Sustainability is more than a buzzword in the packaging industry

Sustainability is the key to improved operational efficiency

Packaging manufacturing has been forced to adapt to a unique combination of rapid growth and corporate responsibility as a result of the pandemic, the supply chain crisis, and the overall rise of eCommerce.

The technology revolution has affected all industries, and packaging is not far behind. Trends like personalization, 3D printing, unique labeling, and sustainable manufacturing are emerging in all industries. Sustainability offers benefits to consumers, businesses, and the planet -- if you have the technology to manufacture your products more effectively.

Microsoft Azure offers a foundational platform for sophisticated sustainability solutions that drive operational efficiencies using automation, improved system integration, and data analytics.

Together, Microsoft and Korcomptenz can provide technology solutions and platforms to maximize the return on investment of your sustainability journey from beginning to end. Our cloud-first solutions address your manufacturing infrastructure and supply chain excellence coupled with deep manufacturing expertise. In addition to improving your operations and saving you money, will help you collect and analyze data that will generate meaningful insights for your business.

Monitor and manage what's important – in real time with cloud technologies



Gain critical insights fast



Easily map your data



Connect your operations

What are your packaging priorities?

Unboxing a new product is the first impression a brand makes on any customer. Packaging is a critical part of the customer experience, helping to create the "wow" factor before even looking at the product.

Nonetheless, it serves dynamic purposes.

● Protecting the contents from spillage or breakage




























































● Protecting integrity of the contents

● Creating brand awareness

● Influencing purchasing decisions (40% of the users show pictures of packaging on social media)

Packaging companies need holistic technology solutions to keep pacing with the changing trends in the industry. Here's a brief snapshot of what's driving the packaging industry, according to Korcomptenz.

What's happening in the Packaging Industry - KOR Perspective

Market Trends	Business need	IT-related need
 <p>Sustainable Packaging</p>	<div>  More eco-friendly  More recycling options  Rethinking packing strategy </div> <div>  More reusability  Waste management </div> <div>  Bio-degradable raw materials  Minimalist Packaging trends  Assessment of materials  Recycle management </div>	<div>   <p>Cloud and Advanced Analytics</p> </div>
 <p>Smart Packaging</p>	<div>  More secure  Interactive options  Purposeful design </div> <div>  Anti-counterfeiting  Easy assembly </div> <div>  New packaging technology  Thoughtful design  Choice of material  Flexible packaging </div>	<div>   <p>Mobile Apps + AR + Metaverse</p> </div>
 <p>Supply Chain Resilience</p>	<div>  Predictive planning  Easy inventory management  Connectivity w/ suppliers </div> <div>  Infrastructure network  Warehousing challenges </div> <div>  RFID technology  Blockchain technology  3D Printing  Improved cost economics  Improved cost economics characteristics </div>	<div>   <p>ERP + CRM + Cloud + Analytics</p> </div>
 <p>Internet of Packaging</p>	<div>  Track & Trace  Real time visibility  Fraud detection </div> <div>  Automation  Quality audits </div> <div>  Creating connected experience  Improving brand recognition  Interoperability </div>	<div>   <p>Analytics</p> </div>
 <p>Consumer Preferences</p>	<div>  Periodic update / personalization  Adding convenience  Better unboxing experience </div> <div>  More affordable  Behavior assessments </div> <div>  Data science  Cloud connectivity  Agile innovation </div>	<div>   <p>CRM + eCommerce + Analytics</p> </div>

The revolution in packaging technologies, the need for an emotional connect and the need to optimize waste, requires deployment of innovative technologies

Build for the future with experienced solution providers, Korcomptenz can help you with the following business needs.

Customer Preferences

To improve offerings and predict preferences, you need to know as much about your customers as possible. A solution that combines Azure Synapse Analytics with Dynamics 365 Customer Insights can build a comprehensive view of your data and offers insights to designing the optimal customer experience.

Resilient Supply Chain Solution

[Microsoft Dynamics 365 SCM](#) is a supply chain solution powered by AI and the Internet of Things. The platform helps streamline and connect multiple supply chain segments including inventory, production, transportation, warehousing, and planning to improve product quality and your visibility to the end-to-end supply chain. It can also help connect your internal and external partners and market data to provide for better planning.

Internet of Packaging

Sensor Data Intelligence for Microsoft Dynamics 365 Supply Chain Management enables organizations to drive business processes using Internet of Things (IoT) signals from machines and equipment on the production floor. Talk to us more about [Dynamics 365 Supply Chain](#) and Azure IoT services.

Financial Analytics

With Dynamics 365 Finance you can make informed decisions with the data-driven insights that only financial analytics can provide. Understand what is happening throughout your business with detailed, interactive reports including cash flow, predictive sales, product and profitability, shareholder value, and more. The insights generated help you implement profitable strategies and accurately plan the future of your business. [Learn more.](#)

B2B & B2C – Increase Your Revenue

Microsoft Dynamics 365 Commerce enables you to create B2B and B2C commerce experiences at scale, by giving an omni-channel experience. Microsoft Dynamics 365 Commerce is a business application platform specifically designed for digital commerce transformation seekers. Microsoft's unified platform delivers a best-in-class omni-channel shopping experience which combines your brick-and-mortar and digital store. [Learn more.](#)



Why Korcomptenz?

The packaging industry has seen massive growth with the continued rise of eCommerce, but today's customers are demanding a more intuitive, environmentally friendly experience. Are you ready to stand out from the competition?

Korcomptenz, a global managed services company offers total technology transformation solutions that encompass a wide range of services, including implementing, deploying, maintaining, and integrating with your existing systems to provide a seamless connection between your customer, your team, your operations, your infrastructure, and your data.

- We have proven experience and have been a Microsoft Solution provider for 19+ years.
- Our Global Delivery model enables us to offer you shorter time to value and savings on your total cost of ownership
- Our Design Thinking approach makes your implementation go right from its inception.
- Experience of having our own ISV's around the Microsoft Dynamics 365 lets you take advantage of using readily available solutions.
- Comprehensive experience with analytics, infrastructure, cloud, mobile services, ERP, CRM lets us offers you an end to end solution for all your business needs.

We help you accelerate your end-to-end digital journey with four key services:

Implement:

Includes functional and technical implementation to deploy, build-upon and enable packaging solutions specific to each customer's needs and environment.

Transform:

Transform your businesses with data estate services that support an innovative unboxing experience to derive value from all the data points.

Extend & Enhance:

Develop, integrate and customize solutions based on your packaging priorities, and help you connect and inter-operate to get a unified view of your operations.

Change Management:

Offer advisory services including planning, documentation and readiness for organizational change and adoption.

Cost Effective Services:

Use Global Delivery model to lower risks, shorten lead time and save on TCO.

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