

At **foryouandyourcustomers**, we consider DISC a differentiator for manufacturers. Like the transformation of raw materials into products in **manufacturing**, product information has its own **Digital Information Supply Chain**.

Digital Information Supply Chain (DISC)

At foryouandyourcustomers, we see the Digital Information Supply Chain as a key differentiator for leading customer-centric organisations.

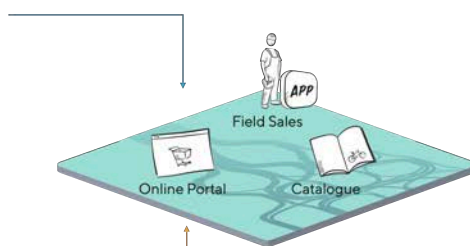
In today's digital age, manufacturers must ensure their products are visible online and provide a rich digital product experience across various channels. The lack of physical interaction with products necessitates comprehensive and diverse product information, such as images, videos, descriptions, and specifications, to influence purchasing decisions.

In the same way that we understand how raw materials are turned into products using extraction, manufacturing and distribution as part of a supply chain, product information has its own supply chain – a **Digital Information Supply Chain (DISC)**.

Real product



Digital product



DISC encompasses the processes of onboarding, creating, enhancing, quality-assuring, and publishing product information across the organisation, resembling the physical supply chain that brings products to shelves. To succeed, manufacturers need mature processes, educated people, and IT systems tailored to their specific business needs.

About foryouandyourcustomers

Our DISC Framework helps you to streamline your product data management processes, to design your data models and to choose and implement the best fitting technology.

foryouandyourcustomers is committed to helping manufacturers overcome the challenges of implementing the Digital Information Supply Chain. By addressing issues such as system silos, data model discrepancies, rising hidden costs and resistance to cross-departmental collaboration, we provide tailored solutions to ensure a smooth transition into the digital realm. Our DISC Framework includes a range of services such as DISC readiness assessments, information modelling, PIM selection and implementation. Get in contact with our expert **Steve Wilson** (swi@foryouandyourcustomers.com) today, to learn more about how we can help you implement your Digital Information Supply Chain and achieve your digital goals.

Employees of **foryouandyourcustomers** work **together** with people from world leading **manufacturing companies** to implement their **Digital Information Supply Chain**.



BOSCH Powertool

Bosch Power Tools, a leading manufacturer of professional power tools and accessories, partnered with foryouandyourcustomers for implementation and consulting services. Since 2018, they have successfully implemented a PIM system, developed DISC organisation and governance, connected to Sheredian (MAM), and utilised Talend for ETL implementation in data logistics. This collaboration has streamlined their Digital Information Supply Chain and optimised their digital product offerings.



Komax

Komax, a leader in automated wire processing, partnered with foryouandyourcustomers for strategic digital transformation support. They reorganised their Digital Information Supply Chain, implemented the Stibo STEP system (MDM/PIM MAM), and managed data migration from ERP, CRM, and MDM/PIM. The collaboration also included project management and PDM/PLM consulting, resulting in improved efficiency, streamlined processes, and better data management for Komax.



CLAAS

Claas, a global agricultural equipment manufacturer, faced challenges in providing product information to customer groups, dealers, and sales organisations. By partnering with foryouandyourcustomers, Claas centralised all product data and developed an overarching data model, enabling multichannel product communication. This transformation now allows Claas to effectively communicate product data for all target groups and prepare for future digital farming integration.



BOSCH Rexroth

Bosch Rexroth, a provider for factory automation, mobile applications and machinery applications, collaborated with foryouandyourcustomers to implement Stibo STEP as a central PIM system, incorporate ETIM classification with BMEcat output, and develop DISC organisation and governance. A bidirectional connection with Sheredian (MAM) was also established, optimising their Digital Information Supply Chain and enhancing their digital presence.