



Consumer Products

Delivering **fresh flavors** to global consumers

Leading dairy company

This top dairy producer partnered with Lenovo Manufacturing Solutions – Supply Chain Intelligence, enabling it to build world-class cold-chain logistics capabilities to reach global markets.

Lenovo

1

Who is the leading dairy company?

This company is one of the leading dairy producers in the Asia Pacific region, focused on providing nutritious, healthy, and delicious products to global consumers.

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The Challenge

In the dairy industry, success means delivering fresh, great-tasting products to consumers—fast. For this global leader, key go-to-market channels include wholesalers, distributors, and e-commerce retailers. For all these routes, the objective is to deliver to customers in the shortest possible time.

The digital transformation project leader for the dairy company says: “We produce products with short shelf lives, which means effective cold-chain logistics processes are essential. As we expanded into new international markets, we found that it was becoming significantly more difficult to orchestrate these processes.”

Delivering to customers on time all starts with effective forecasting and production planning—but in the past, the company lacked an efficient and accessible technology platform to streamline the data chain. To reduce the risk of disruption to downstream fulfillment, the company looked for a more effective approach.



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“Our previous approach made it hard to proactively identify and address issues in our supply chain. To solve that challenge, we looked for a way to gain a 360-degree view of the entire process.”

Digital transformation project leader

Top global dairy company

Engaging supply chain experts

The company engaged experts from Lenovo Supply Chain Intelligence to help it transform its approach to supply chain management. Working with Lenovo, the dairy producer established a supply chain control tower that brings together data from across the business to provide a unified view of supply chain performance.

“Our new control tower offers us an unprecedented level of insight into our cold chain and beyond,” says the project leader. “The solution includes automated monitoring for abnormal supply chain scenarios, instantly alerting the business to potential issues and providing AI-generated recommendations that decision-makers can implement at the touch of a button.”

Services

Lenovo Manufacturing Solutions –
Supply Chain Intelligence



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“One of the key reasons we selected Lenovo is their strong reputation for supply chain management solutions. We also greatly value the fact that Lenovo itself has experienced—and solved—similar challenges to ours in its own large and complex supply chain.”

Digital transformation project leader
Top global dairy company

3

Results

Built on the proven supply-chain operations reference (SCOR) model, the new control tower is empowering the dairy company to enhance its supply chain management practices and strengthen its global fulfillment capabilities.

“Not only are we now able to harness our data to proactively mitigate supply chain risks, but we’re also able to share those insights with our external stakeholders,” explained the project leader. “Working with Lenovo, we’ve created a mobile app that allows trading partners to track the progress of their orders throughout the lifecycle—helping us build even better relationships.”

- ✓ Increases supply chain visibility
- ✓ Automatically detects potential issues
- ✓ Helps mitigate fulfillment risks

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“Fulfillment is more than just delivering on time: it also includes concepts such as quality, accuracy, and communication. Through our partnership with Lenovo, we are laying the foundation for greater traceability in our supply chain, which will help us to monitor and improve our performance in all areas of fulfillment.”

Digital transformation project leader

Top global dairy company

Why Lenovo?

During the selection process, the company narrowed down nine potential vendors to a shortlist of just three final candidates. After touring Lenovo's smart manufacturing hub in Shenzhen, the company felt confident that it had made the right choice for its supply chain transformation project.

"The state-of-the-art Lenovo South Smart Campus convinced us that Lenovo is committed to innovation," adds the project leader. "We also greatly appreciated Lenovo's cross-system integration experience and capabilities, as well as their close strategic partnerships with SAP and other enterprise technology leaders. Taken together, Lenovo was the clear choice for us."

How can dairy companies deliver fresh products worldwide?

Learn how one producer is harnessing AI to enable an integrated, transparent, and traceable intelligent supply chain ecosystem.

[Explore Lenovo Manufacturing Solutions](#)