Collaboration is Key: The Resurgence of CPFR in an Omni-Channel World

GS1 US has revamped the CPFR® model to effectively address current market dynamics and help drive a seamless omni-channel consumer experience. CPFR 2.0 was redesigned in accordance with the original guiding principles of CPFR by synchronizing core business processes and protocols through more effective collaboration and cooperation.

The apparel and general merchandise industry is at the crossroads of innovation—consumers have changed how they buy, and companies are looking to improve forecasting to meet consumer expectations. Collaboration has moved to center stage as companies realize that profitable growth demands effectively leveraging the combined strength of their enterprise and trading partner network. The emergence and convergence of technology, in tandem with evolving consumer behavior, indicates that the industry must quickly adapt to effectively anticipate and respond to shoppers.

Today's companies are facing new customer engagement models, transformational technologies, and multi-channel retail formats. Shopper marketing, mobile commerce, new consumer applications—and their combined need to be integrated with traditional business processes—require organizations to understand shoppers on their terms, while working to protect and grow their businesses. CPFR 2.0 recognizes and leverages the potential of collaboration and is designed to address the challenges and opportunities facing companies today.

NOW IS THE TIME TO GET INVOLVED!
To join the GS1 US Apparel and General Merchandise Initiative and/or the CPFR Workgroup, contact:
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Learn more about CPFR at: www.gs1us.org/CPFReduction

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