Qima Launches Platform and Mobile App to Enhance Covid-Era Supply Chain Visibility

A new smart platform has been launched to connect brands and retailers with their entire supply network, enabling real-time visibility of their full supply ecosystem and a shared view of quality performance.

Qima, a Hong Kong-based provider of quality control and supply chain compliance solutions, has launched a new digital platform and mobile app: Qimaone. The new platform aims to bring transparency and collaboration to the supply chain by connecting brands with their entire supply network, enabling real-time visibility of all partners, alongside a shared view of quality performance in a single platform.

Since the Covid-19 pandemic brought significant risk and vulnerabilities to supply chains worldwide, Qima sought to develop a digital solution giving brands a means to minimize disruptions when outside events could occur that compromise the chain's visibility, resilience and flexibility.

Qima cited its internal study of 200 businesses to learn more about the modern supply chain, noting that 87 percent of respondents said the pandemic will trigger significant changes in how they manage their supply chains going forward, while two-thirds reported that the pandemic has accelerated their company's resolve to digitize their supply chain.

The platform offers brands a full view of quality operations from factories to stores. Inspectors from factories, third-party agencies, and brands can use Qimaone to collect data on site more efficiently, submit real-time interactive reports and chat about potential corrective actions.

Through Qimaone's mobile app, brands can schedule local inspectors or have factories conduct self-inspections, leveraging the company's best practices to align stakeholders on a common quality framework. Qimaone's goal is to provide meaningful analytics and insights to help organizations better track and predict potential issues before they become critical challenges.

Within the platform, Qima aims to fulfill users' digital supply chain goals, increase collaboration and ensure standards are followed across their entire footprint through five major features.

The solution provider says that its actionable analytics capabilities are built with data from millions of Qima inspections and audits performed worldwide, so that brands can monitor product quality data, track individual supplier and inspector metrics in real time, and get risk scoring analysis to identify potential failures and mitigate them proactively.

With a supply network mapping feature, users can visualize the entire supply chain from store through raw material factories, tracking dependency links between all stakeholders to identify where products are manufactured and minimize ethical compliance and quality issues due to unauthorized subcontracting.

Qimaone is offered alongside mobile-first capabilities designed to empower inspectors from the brands, factories or third-party agencies to efficiently conduct onsite inspections, following standardized checklists to collect consistent data and minimize errors.

As part of the solution's configurable workflows, users can gain access to hundreds of Qima inspection checklists for all consumer product lines, enabling brands to customize instructions based on best practices honed over millions of inspections.

Finally, with automated inspection booking, workflow assignment and reporting capabilities based on set criteria, Qimaone can help users save time and avoid errors resulting from manual entry.

Within the app, brands can manage onboarding and training their supply network, alongside the customizable workflows for inspections and audits using Qima's checklist library.

The Qimaone platform and app were built by a team of engineers, data scientists, UX designers, TechOps and product managers in France and Asia.

"Built on more than 15 years of Qima's quality and compliance expertise, serving brands, retailers and importers globally, Qimaone was developed in response to client requests to open our tried and true technology," Qima founder and CEO Sebastien Breteau said in a statement. "As such, Qimaone brings the whole supply network together to collaborate on a shared goal of improving quality and compliance. It gives brands and retailers more visibility, more control of their supply chains, and empowers their whole ecosystem to stop reacting and start proactively mitigating risks—enabling business as usual when it is far from usual."