Enterprise PLM is a strategic approach to managing the lifecycle of a product throughout its full value chain: from initial requirements gathering through to design, prototyping, production, customization, service and retirement.

“As the economy begins to show signs of recovery, consumer goods manufacturers are again recognizing the inherent complexity of their businesses. Many are seeking to improve core processes around product development, forecasting, marketing and promotion, and collaboration.”

– IDC Manufacturing Insights, Good Ideas Are Not Enough: Execution Is the Key to Sustained Product Success, December 2011

ORACLE AGILE PLM FOR THE CONSUMER PACKAGED GOODS INDUSTRY

For more than three decades, the consumer packaged goods industry grew exponentially, spurred by innovation and brand proliferation. However, with the recent recession, that trend began to reverse, and suddenly, companies were seeing their market values go flat for the first time in recent memory. Today, faced with slower population growth, more discerning customers and an economic environment that makes raising prices difficult, the pressure is on for packaged goods companies to be more efficient than ever, achieving productivity gains and collaboration that are key to remaining competitive in today’s challenging market. Oracle’s Enterprise PLM solution, Agile PLM makes this task much easier by providing a complete and industry-proven suite of applications that enable consumer packaged goods manufacturers to gain control over every aspect of the product lifecycle.

Driving Business Value in the Consumer Packaged Goods Industry

To succeed in today’s highly competitive marketplace, consumer packaged goods (CPG) companies must accelerate the pace of product innovation, development and introductions to take advantage of narrow windows of opportunity, while at the same time leveraging outsourced manufacturing and ensuring regulatory compliance. Adding to the challenge are market consolidation, more choices for customers and burgeoning categories, all of which mean that effective management of large product portfolios and the ability to react rapidly to market information can add up to the difference between dominating a market and becoming irrelevant.

Oracle’s Agile PLM for the CPG industry enables companies to standardize and optimize product lifecycle processes, achieving new levels of efficiency and compliance. A complete suite of solutions addressing every stage from concept to commercialization, Agile PLM delivers enhanced process visibility – supporting streamlined packaging and specification management, faster regulatory reporting and accelerated times to market.

Providing a broad suite of best practice, enterprise-class PLM solutions, Agile PLM helps companies get the most from their products by facilitating a single enterprise view of the product record across the extended enterprise. Built on a secure and scalable standards-based architecture, Agile PLM can be quickly and cost-effectively implemented to provide seamless interoperability with existing IT environments, comprehensive decision support and global support for collaborative lifecycle processes.

With its single source of product data, powerful product portfolio analytics capabilities and clear visibility across every stage in the product development and commercialization cycle, Agile PLM solutions are already helping industry leaders like Coca Cola, Heinz, Tyson and Herbalife and to bring world-class products to a global market quickly, profitably and efficiently.
JOIN THE MANY CPG COMPANIES THAT HAVE IMPLEMENTED AGILE PLM
• Chick Fil-A
• Coca Cola
• Herbalife
• Kroger
• Leapfrog
• McDonald’s
• Sugar Foods
• Tyson Foods

Agile Product Lifecycle Management for CPG

Included among the core consumer packaged goods processes and requirements supported by Agile PLM are the following:

New product development and introduction. Companies can use Agile PLM’s best practice templates to manage innovation and cross-functional product development during the new product development and introduction phase.

Packaging and artwork management. Agile PLM makes it possible for companies to streamline packaging and art management processes so that new products can be released quickly and existing products can be refreshed frequently. In addition, Agile PLM solutions make it easy to view and control outsourced packaging and art (including packaging design, reprographics and more), while ensuring regulatory compliance.

Program and portfolio management. Using Agile PLM, companies can create a centralized view of programs and related product information, including product hierarchy, operational information and associated changes. In addition, they can take advantage of Agile PLM’s best practice templates, centralized issues management, and configurable alerts to manage team deliverables and programs. And because of Agile PLM’s dashboard display of resources, costs and opportunities, companies can give executive decision makers control of the product portfolio.

Specifications management. With Agile PLM, companies can manage raw materials, intermediate finished goods, packaging, labels, artwork and test methods. They can also use Agile PLM to create and manage specifications according to rigorous structured change processes, and to associate specifications with various products, maintaining the ability to track changes and history.

External and internal collaboration. Using Agile PLM, companies can manage business process-based access to product information both internally and externally (for outsourced partners such as designers, packagers, production houses, manufacturers, and suppliers). Companies also rely on Agile Product Lifecycle Management to provide roles-based visibility and access as well as attribute-level security to protect confidential information.

Brand refreshment and review. The work isn’t over once a product has been launched. After a product has been released, Agile PLM can be utilized to refresh the brand and review it for extension opportunities, to release new product variants, and to continuously manage product-associated costs.

Product Lifecycle Analytics: Delivers preconfigured, yet flexible dashboards and reporting facilities for the production of accurate, detailed reports covering every aspect of the product lifecycle.
Quantifiable Results
Consumer packaged goods companies deploying Oracle’s Agile PLM solutions have seen quantifiable improvements in a number of areas including:

- 60% reduction in product introduction time
- 5% reduction in direct material costs
- 25% reduction in operational costs

In addition, these companies are more easily able to comply with increasingly strict regulatory requirements. As a result, such companies have been able to sustain the benefits of faster times-to-market, better-quality products, cost-effective compliance and increased brand equity—all key factors in keeping competitive in today’s consumer packaged goods market.

Case Study: Herbalife
Herbalife is a global nutrition company with products designed to help weight management, deliver targeted nutrition and enhance energy, fitness and personal wellbeing.

Herbalife needed to effectively manage the global development of more than 1,600 products. Previously, the company’s extensive product data – containing complex formulas and histories – had not been unified, making it difficult to share product information both internally and with regulators. The company wanted to accelerate time to market for its new products and speed delivery to a network of over two million independent distributors.

Oracle Enterprise PLM enabled Herbalife to:

- Create a single, unified source of truth for product information
- Improve collaboration and accountability across its global operations
- Clearly log, track and respond to any manufacturing defects and distributor complaints
- Introduce timely, standardized and secure reporting

As a result, the company has enhanced efficiency and visibility throughout its product development and product change processes, supporting better informed decisions and regulatory compliance while increasing the speed with which development issues are resolved.

Contact Us
For more information about Oracle Agile PLM applications, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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Hardware and Software, Engineered to Work Together