

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

"Oracle's Enterprise PLM applications are vital to our ability to achieve our number one goal – consistently delivering the best nutrition and weight management products in the world."

– Mark Schissel, CIO, 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