# INFORMATION
# INTEGRATED

## Ensure Compliance and Traceability, Accelerate Innovation, and Improve Productivity

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**AGILE**
PRODUCT LIFECYCLE
MANAGEMENT

The food and beverage industry is competitive and volatile. You face mounting compliance challenges and pressure to innovate rapidly at lower cost. So you need an integrated product lifecycle management (PLM) solution that offers quick time to value: Agile Product Lifecycle Management for Process 6.0.

The food and beverage industry has become increasingly regulated. A growing array of government and retailer mandates—both domestic and global—are driving more-frequent and rigorous audits and reporting. These in turn require you to possess sophisticated screening and traceability capabilities that you can apply across an entire product hierarchy, from the end product back to ingredients and specifications.

In addition, an explosion of new products and changing consumer demands require continuous innovation—at the same time that product lifecycles are shrinking. On the operational side, accelerated globalization and increased outsourcing are putting pressure on corporate cost structures. Finally, acquisitions require you to manage increasingly complex product portfolios.

Your chief business challenges are to

- **Ensure food safety.** Government regulations and lack of control over the supply chain make this an imperative.

- **Protect your brand.** A single recall can cost millions of dollars, in addition to damaging your company's reputation.

- **Enter new markets to drive revenues.** Consumer-driven needs and preferences and the trend toward white-labeling makes innovation a top business priority.

### Oracle's Next Generation of PLM

Agile Product Lifecycle Management for Process 6.0 is Oracle's newest enterprise PLM solution—and the latest milestone in our Applications Unlimited program. It delivers integrated formula- and label-development capabilities, embedded compliance and traceability tools, and out-of-the-box best practices.

With Agile Product Lifecycle Management for Process 6.0, food and beverage companies can drive profitable innovations, mitigate compliance risk, ensure traceability, lower costs, and improve productivity across the entire product lifecycle.

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Fact: Agile Product Lifecycle Management for Process 6.0 delivers integrated formula- and label-development capabilities, embedded compliance and traceability tools, and out-of-the-box best practices.

### Ensure Quality, Traceability, and Compliance

The food supply chain is becoming increasingly complex. The average food and beverage company possesses more than 3,200 unique items in its product portfolio (*AMR Research,* "The ABCs of Packaging Don't Add Up for Value," May 22, 2009). A third of these products are outsourced to third-party manufacturers, and more than half of the ingredients for them are supplied by the outsourcing firm (*AMR Research:* "Going Bananas," April 29, 2009).

At the same time, highly publicized problems in the food supply chain are occurring with increased frequency. When contamination occurs, you need to be able to trace back through the supply chain to identify and isolate the ingredient. Yet most companies lack the internal visibility to trace back from the formula and packaging-ingredient statement to their own plants to identify the source of a contamination.

For these and other reasons, regulations that mandate safety and quality standards in food and beverage products are multiplying worldwide. This trend will only intensify going forward as consumers, retailers, and governments alike grow increasingly concerned about the food they, their families, and their citizens consume.

Agile Product Lifecycle Management for Process 6.0 allows you to simultaneously analyze recipes for compliance against multiple government and retailer regulations and constraints to ensure compliance traceability. It also allows you to check for exposure to problems in the supply chain across all products for a particular ingredient or supplier within just minutes. By implementing Agile Product Lifecycle Management for Process 6.0, companies can better manage the entire supply chain and ensure traceability from the end product back to the ingredient specifications.

### Accelerate Profitable Innovation and Time to Market

Recipes are continually evolving in response to the competitive landscape. At the same time, new packaging strategies—including white-labeling of products—require you to quickly come up with new ways to monetize existing products. Agile Product Lifecycle Management for Process 6.0 is a single, integrated solution that supports all the necessary tasks to take formulas from original conception all the way to commercialization. It also

- Supports managed evolution of recipes from bench formulas to commercial recipes
- Decreases time to market through formula optimization, rapid prototyping, and tools that automate commercialization activities
- Leverages your rich, integrated—and growing—cache of enterprise data
- Enables you to generate nutrition data, ingredient statements and claims, and other label elements for multiple markets

### Improve Productivity and Reduce Deployment Costs

Agile Product Lifecycle Management for Process 6.0 is easily configurable and extensible, enabling rapid deployment while still meeting the unique needs of companies. Among other benefits, the solution

- Allows you to swiftly adjust to a changing competitive landscape
- Lowers the learning curve with an easy-to-use, intuitive user interface equally suited to the needs of both casual and power users
- Enables easy extensibility to other enterprise data and applications through a service-oriented architecture (SOA)

### A Tradition of Innovation

Since its first release, Agile Product Lifecycle Management for Process has provided mature, out-of-the-box capabilities for food and beverage companies. The latest version of this industry-leading solution continues that tradition of excellence, helping companies improve compliance, accelerate innovation, and speed time to value.

### CONTACT US

To learn more, call **+1.800.ORACLE1** to speak to an Oracle representative or visit **oracle.com/agile**

Outside North America, visit oracle.com/corporate/contact/global to find the phone number for your local Oracle office.

Oracle is committed to developing practices and products that help protect the environment