

Commercialization in the Consumer Goods Industry

Accelerating Product Change

Responding quickly to the wants and needs of consumers is fundamental to success in the consumer goods industry. Often responses may spark an initiative to develop new products, modify existing products, offer new formulations, or change packaging and labels. However, converting these types of consumer-driven initiatives into marketable products in a timely manner is a common challenge – a challenge that can be worsened by a strict deadline, which may be imposed on an organization to comply with a governmental mandate or major customer requirement. Each product change affects *commercialization*, the process in which a company readies a product for market. As an organization mobilizes its commercialization process, meeting these deadlines can spell success or failure.

Impact of Poor Commercialization

Slipped launch dates are only symptoms of deeper issues, such as layers of wastes, avoidable costs, lost productivity, and missed opportunities. Poor commercialization can also lead to more costly consequences, like dissatisfied customers, degraded brand, and lost sales.

Pinpointing the cause can be complex, but it often involves a misalignment among corporate objectives, strategies, and product portfolio execution. Companies struggle to assign the right people to the right projects, causing inefficiencies that overstretch or misuse budget and resources. Decision makers commonly lack consistent access to enough data to help them select the right opportunities to advance through commercialization. This inevitably leads to missed revenues and ROI targets and a negative impact on shareholder value.

Closing the Gap Between Strategy and Execution

A “Commercialization Gap” will widen between corporate product portfolio strategy and product execution without a disciplined commercialization process to optimize critical go-to-market levers such as corporate direction, marketing strategy, budget dollars, resources and even shelf space. Establishing a best practice, structured approach to ready a product for market prepares the organization to quickly and efficiently respond to product change initiatives, whether they originate from new customer desires, a regulatory mandate, etc.

Why Oracle

Oracle is a renowned leader in helping companies achieves higher returns on investments by accelerating new or changed product development, ensuring quality, and commercializing more effectively. In collaboration with our customers, Oracle has developed a unified Commercialization solution based on proven industry best practices enabled by best-in-class Oracle Product Lifecycle Management (PLM) applications. The solution is designed to help organizations improve the change management process end-to-end, accelerating your ability to identify the right opportunities, develop quality products, and launch on time. The Commercialization solution is available in the Oracle Cloud, which offers even faster time to value, greater business agility, lower costs, and reduced IT complexity.



Get aligned strategically to close the loop between strategy and execution. Convert challenges to opportunities.

Key Benefits of Oracle's Commercialization Solution

- Build commercialization into a repeatable, scalable, disciplined process
- Consistently satisfy customer needs
- Accelerate time to market
- Improved commercialization decision making
- Optimize resources and productivity
- Minimize wastes
- Increase product success rates
- Improve product launch performance
- Reduce developmental costs
- Decrease cost of quality and compliance
- Lower inventory costs
- Align product portfolio with corporate strategy
- Greater shareholder wealth



Oracle Solution: The Right Product Changes Faster

Oracle's Commercialization solution helps organizations modernize their business infrastructure to build a competitive advantage based on speed and high product quality. It allows decision makers to determine which opportunity to pursue and ensure complete follow-through with full visibility.

Early on, possible projects feed a collaborative business case to justify budgets, resources and targeted features for any product change, which provides an objective, analytical view of the potential portfolio of investment(s) within a single system of record. Downstream, in-flight projects that are over budget, late, or under resourced can be adjusted and reevaluated within the product portfolio to determine keep/kill decisions so valuable resources can be redirected to more profitable opportunities.

Establishing a systematic approach to innovating new products through accelerated product change is a new frontier for consumer goods companies. Give your organization a significant advantage by making Commercialization a core competency within your business. Contact us today to learn more.



A Best-in-Class Commercialization Management Process Optimizes the 6 P's:

1. Proposals
2. Planning
3. Process
4. People
5. Product
6. Performance



Commercialization Solution Capabilities

- Single repository and connected process for change management
- Dynamically updated timelines with product decisions
- Resource optimization across all current and planned products
- Strategy and execution rationalization of resource and budget constraints
- Project, requirement, concept, proposal and portfolio management in integrated system
- Dynamic linkage of requirements and designs
- Intuitive administration tools
- Social collaboration and communication
- Embedded analytics
- Tight integration within PLM

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