PLM (Private Label)

Manage your end-to-end design, development and sourcing processes efficiently to deliver winning products faster

With consumer expectations for speed, convenience, quality, and safety at an ultimate high, grocers and restaurants are feeling the pressure to deliver speed-to-market, supply chain transparency and new shopping experiences over price.

Unfortunately, their key teams often operate in silos, storing and managing information in disconnected systems. That results in duplicate efforts, inefficient collaboration and manual processes that slow down product cycles. This creates problems that become visible as the number of SKU's increase, teams grow, markets expand and products move into production, especially when sales, marketing and other teams require clean and precise product data to accurately and consistently launch products to market.

Stibo Systems' Product Lifecycle Management (PLM) technology brings connectivity, interoperability and traceability to your data. Built on top of our industry-leading Master Data Management (MDM) platform, it enables a 360° view into product data collected from ideation to production, giving you greater visibility throughout the end-to-end product lifecycle.

Private label food and recipe management challenges addressed by PLM:

- The number of private labels is increasing
- Ingredient traceability is required for safety/recalls
- Regulation and compliance requirements are more complex
- Consumer demands and preferences often change
- Ecom and other new technologies call for new business models
- Product convenience and differentiation
- Faster innovation cycles
- High operational cost
- Brand loyalty

66% of products fail within the first year[1]

80% of products stay on store shelves for less than 12 months[1]

1 Signals Analytics Report: "Product Development in the Age of Big Data: What You Need To Know"

Capabilities of PLM

Comprehensive offering with capabilities purpose built to support dedicated teams and processes.

With its integrated product development process and management workflows, PLM is purpose built to support dedicated teams and processes across the private label and recipe management industry.

Planning & Ideation	Digital Storyboard	Competitive Research		
	Line Planning			
New Product Development	Material Management	Tech Pack	Bill of Materials Management	Design Specification
	Color Management	Measurement Management	Sample Management	
Supplier Management	Supplier Portal	Supplier Compare View		
	Supplier Management			
Document Management	Document Management	Asset Management		
	Adobe Illustration Plugin			
Workflow & Calendar Management	Calendar Management	Workflow Visualization		
	Workflows			

Benefits of PLM

Accelerate time-to-market
Optimize use of design and development resources, using centralized product information.

Slash product costs
Implement "single-source-of-truth" product specifications and create cost awareness

Boost operational performance
Eliminate duplicate data and error-prone processes for consistency and control across channels.

Support global growth
Standardize global processes and tools to streamline your value chain, while respecting localized needs.

Ensure on-time delivery
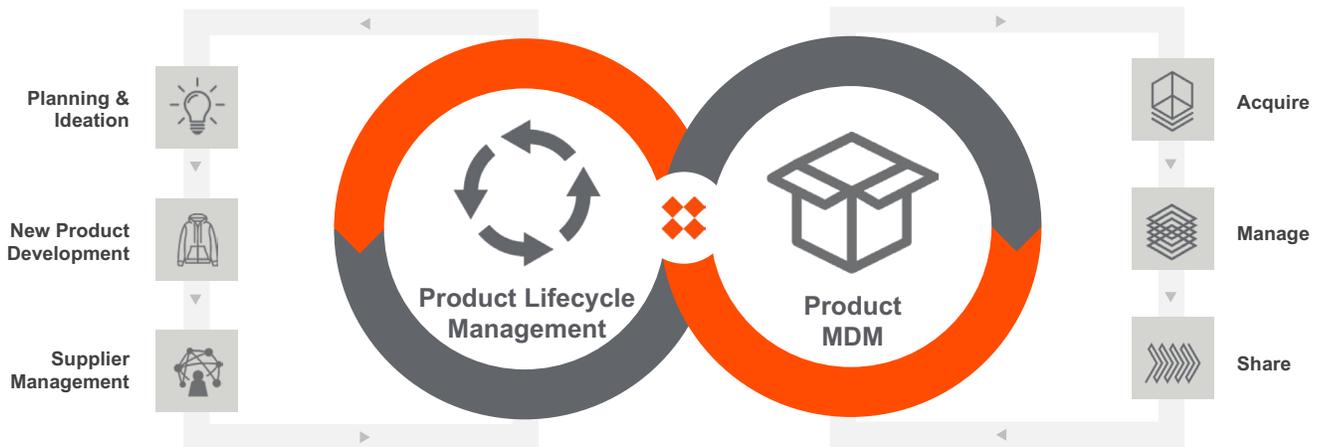Automate collaborative cross-functional product lifecycle processes to eliminate late deliveries.

Improve collaboration
Eliminate barriers internally and with partners to speed up decision making and boost productivity.

StiboSystems
MASTER DATA MANAGEMENT

PLM and Product MDM relationship

PLM applications help optimize your entire product development chain by centralizing product data and establishing processes to handle the complexities inherent in new product development, release and maintenance.

Combining PLM with Product MDM enables you to gather, integrate and clean data from different systems and store it in a central repository. By creating a central hub for all your data and ensuring data quality through deduplication tools and comprehensive data governance, Product MDM allows for available, secure, accurate and consistent product information ready to be distributed across your enterprise.

This enhances collaboration throughout different departments and optimizes the development, launch and retirement of your products. It also enables you to monitor data quality at any point of the manufacturing process, extend workflows, and ensures your products are compliant with industry standards.

Planning & Ideation

New Product Development

Supplier Management

Product Lifecycle Management

Product MDM

Acquire

Manage

Share

Combining PLM and Product MDM closes the circle and enables you to:

- Improve design innovation through optimized software and globally managed services
- Increase product margins through better value chain control
- Reduce sourcing costs through supply chain agility
- Accelerate time-to-market through quicker specification and development
- Leverage the MDM platform to gain data insights that drive better decisions related to product design, supply chain and customer experiences

Integrated PLM workflows

01 **Plan:** Gather, manage, and share competitive intel in one place across key teams, including packaging, labeling and nutritional values, helping maximize competitiveness and differentiation, satisfy consumer preferences, and increase collaboration and ideation. Create and manage your line planning in an integrated environment.

02 **Design:** Simplify the process for creating specifications, defining direction for flavor, smell, size, volume, language, region, and specifying parameters for quality, ultimately helping reduce cycle time and improve supply chain agility.

03 **Develop:** Easily manage supplier recipe BOMs, including definition of requirements, parameters and structures of individual products such as theme, ingredients, composites, additives, allowances, etc., to streamline the product development process from design all through sampling and the supply chain.

04 **Source:** Use the vendor recipe compare view to review and select suppliers based on best fit, comparing submitted recipe BOMs from multiple vendors including their, ingredients and parameters, and visually identify differences and business impact allowing you to maximize profit margins and improve speed to market.

05 **Sell:** Combine PLM with Product MDM to obtain a seamless flow and transition into the selling phase of the product development process. Originating from PLM, product data is available to your product introduction teams, ensuring you introduce the right product to the right market at the right time.

A complete, seamless solution that puts your business first

To learn more about the benefits of putting Stibo Systems' PLM and Product MDM to work for your organization, visit **stibosystems.com**.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM solutions based on a unique business-first, people-centric approach. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data; empowering them to improve the customer experience, drive innovation and growth, and create an essential foundation for digital transformation. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit stibosystems.com.