



Five ways to manage the lifecycle of your products more efficiently and cost-effectively



Do more with less

With today's tighter margins, increased global competition, more demanding customers, and frequently changing regulations, process manufacturers are facing greater challenges to managing product lifecycles efficiently and cost-effectively. This increased pressure means that process manufacturers in industries such as food and beverage, home and personal care, specialty chemicals, over-the-counter pharmaceuticals and nutraceuticals, and cosmetics, must find ways to do more with less, do it faster, and do it better. This doesn't apply just to the manufacturing process, but to all aspects of the product lifecycle—from ideation to research and development (R&D) to procurement to commercialization.

By streamlining your most complex processes, you can develop, launch, and manage products as much as 90% faster. Improving, streamlining, and speeding up processes, while reducing costs and complying with regulations, is not easy to do; but with the right tools, you can complete the steps you need to take in order to be more competitive.

Follow these five steps to learn how a product lifecycle management (PLM) solution such as Infor® Optiva can help you manage the lifecycle of your products more efficiently and cost-effectively.

1. Speed up time to market

With product lifecycles growing increasingly shorter, the length of time a product can remain profitable is significantly less than it used to be. And the longer it takes you to develop a product and get it to market, the smaller your profitability window and market supremacy opportunity will be.

Whether you're launching new products to meet growing customer demand and stay ahead of your competition, or reacting to your customers' requests for existing product improvements, the key to getting products to market sooner is better managing and organizing the entire product development process. You need to eliminate the many time-wasting factors that typically occur within an organization—which are often a direct result of people within the organization not having relevant and timely access to the information they need in order to make key decisions.

PLM solutions, such as Infor Optiva, can help you overcome these challenges. With Infor Optiva, you can streamline and speed up new product development and introduction (NPDI) processes. You can also facilitate communications and improve visibility across cross-functional groups within your organization using collaboration, social network technologies, and Gantt charts. Additionally, you can implement Stage-Gate® methodology to better control the development process and ensure that all business policies are properly followed.

You can develop products for a global market in less time at lower cost, reduce risks, and overcome supply chain constraints. You'll have better control over:

- Formula management
- Package management
- Label development
- Specification development

2. Optimize costs

Running a more efficient organization means finding ways to reduce operating costs. The obvious benefit is a greater profit margin, which allows you to invest more in multiple areas of your company, such as R&D, infrastructure improvements, and your workforce.

Implementing formula optimization techniques give process manufacturers the greatest opportunity to optimize their costs. With Infor Optiva, you can set the parameters for a formula using a parameter matrix to generate the most optimum formula to meet your specifications. With the parametric analysis and breakdown of a formula, and Infor Optiva's ability to perform an optimized reformulation, you'll have the most cost-effective formula possible using available ingredients and raw materials, minimize risk, and get to market faster.

3. Make better decisions faster

When you have multiple departments collaborating on products in varying stages of development, being able to make smart decisions can be tough—unless you have the right tools and the right expertise. Before you can start making decisions, however, you need to first define what the strategy is for your organization and then set your goals accordingly. Once you've done that, you need to ask key questions, including:

- What is the market polling for the type of product you're selling?
- Are you fulfilling market needs?
- Is your portfolio in alignment with your company strategy?
- Is your portfolio in alignment with what the market is asking for?

When you know the answer to these, and similar questions, you're on the way toward better decision making.

You also need to realize that not every potential project or opportunity is going to make money. You can't approve every project in the hopes that it will be a winner for your organization.

With Infor Optiva, you can use Stage-Gate technology to plug all known and relevant information into the parameter matrix and define the tasks, reports, and decision-making criteria you'll need throughout each stage of product development. At each gate, the solution helps you determine the current value of the project and whether it's worthwhile to move on to the next stage based on the parameters and configuration you've defined and refined.

Plus, with robust social collaboration tools, such as Infor Ming.le™, your workers will be able to quickly exchange and share information securely, get queries answered sooner, and avoid costly mistakes. Your employees will be able to tap into the knowledge and expertise of others across departments, geographies, and time zones to make decisions more quickly and confidently.

4. Improve visibility

Individual departments within an organization tend to function with only the limited information that is immediately visible to that department. That means they may miss out on information from all relevant cross-functional groups and be working with information that isn't up to date. This lack of visibility can cause bottlenecks and significantly delay the development of a product. These delays can be further exacerbated when multiple products are in the development pipeline.

Because Infor Optiva deeply integrates with your enterprise resource planning (ERP) system and gives you a cohesive platform that works with a single product record for unifying all data and processes across your organization, every key decision maker within your organization will have more detailed and timely access to information. With improved visibility from dashboards, reports, Gantt charts, and search functionality, developers will have access to all production information, allowing for higher quality products, reduced waste, and increased shelf life. For example, procurement will have a deeper view into what's coming through the pipeline and will be better able to make more cost-effective decisions about the purchasing of raw materials.

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5. Achieve compliance

With regulations constantly changing for each region in which you do business, it's a challenge to keep up to date and ensure that your products are manufactured in full compliance. And if a problem arises that results in a product recall, the amount of time—and money—you'll spend handling that recall can have a significant impact on your bottom line, cause brand erosion, and cause you to lose retail partners.

To ensure you're compliant with all regulations that affect your manufacturing processes and products, reduce the likelihood of a product recall, and minimize the potential expense and fallout if you should ever have a recall, you need the right tools to help you meet formulas, recipes, packaging, and finished goods compliance.

With all relevant regulatory information entered into Infor Optiva, you can ensure your formulas and recipes are fully compliant. You'll be safe because Infor Optiva can automatically perform all the necessary calculations to confirm compliance.

Improve the product lifecycle

To be competitive, you need to develop new products quickly and produce them using the most efficient and cost-effective formula. You also need to improve your organization's decision-making processes and ensure that your key workers have complete visibility throughout your organization. And you need to do all this while ensuring that you're fully compliant with all regulatory requirements.

With Infor Optiva, you'll streamline processes for product development, material selection, formulation, and new product introductions. You'll shorten time to market, trim costs, and improve your quality and certification. With a single source of the truth and real-time visibility, you'll:

- Deliver innovation faster.
- Improve the efficiency of processing product releases and changes.
- Protect brand integrity.
- Allow users to work together collaboratively.
- Increase manufacturing efficiency.
- Reduce the cost of change management.



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