

Driving Innovation with the Brakes On

TRADITIONAL PRACTICES CAN DRAMATICALLY SLOW THE PACE OF BRINGING NEW PRODUCT INNOVATION TO MARKET



and avoid copy errors. But the timelines to get artwork done can leave many people frustrated. Because the packaging ecosystem (internal creative, agencies, marketing, legal, packaging suppliers) is so large, just getting simple packaging changes completed takes time.

How will the packaged product perform at shelf? Testing shelving strategies with consumers can be costly, not to mention time-consuming. Repetitive tests with physical shelving or static two-dimensional images can leave a brand crossing their fingers for success.

At Dassault Systèmes, we understand the importance of speed and are leading the go-to-market revolution. Your enterprise can deliver better, faster and smarter innovation if you are willing to rethink how you innovate. Our CPG-Re-

“Change the way you innovate with consumers and deliver winning innovation faster and more efficiently than ever before.”

When innovation is discussed at staff meetings or by the Leadership team during Quarterly Business Reviews, you no doubt hear about the need to ‘go faster’. When you examine your processes, usually there is no single item which you can point to and say ‘if I could just change THAT, it would make a huge difference’. Truthfully, there are many areas or business practices which inherently feel like there should be a better way to execute in order to save time. Trust your instincts. There are many traditional practices which are slowing the pace of innovation.....and it might be time to change them.

Consider product formulation. After consumer research has identified new benefit areas that can be commercialized, R&D works to have new formulations developed. With outdated systems, R&D departments can waste time reworking formulations and retrieving cost information. The lack of access to previous project data, regulatory and sourcing information can slow down the stage-gate process and inhibit the speed needed to win in the marketplace.

“Yes, we can design new packaging, but we need 12-15 months.” Sound familiar? The traditional artwork process is lengthy to deliver impactful designs

tail Industry solutions will help change the way you innovate with consumers and deliver winning innovation faster and more efficiently than ever before. We have solutions for each functional area of the innovation process: Formulation, Packaging, Production and Shelving.

Take 5 minutes and go to www.3ds.com/perfectpackage and explore our solution for one core area: packaging. Download our solution brief and view a video for 150 seconds to learn how Dassault Systèmes will help your enterprise cut down design time by 50%, reduce costs by 30-50%, and deliver packaging to market faster than ever before.

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