KT&G

Responding to market needs faster with ENOVIA

Overview

KT&G
Korea Tomorrow & Global

■ **Challenge**
KT&G needed to improve product data management and confidentiality while providing access to information to its employees around the globe.

■ **Solution**
KT&G adopted ENOVIA as its information management and collaboration solution for the development of its new and existing brands.

■ **Benefits**
ENOVIA provides KT&G with accurate and secure data management throughout a product's lifecycle, corporate IP protection, productivity improvements and collaboration, which enable KT&G to respond to market needs faster.

"Thanks to ENOVIA, our quick response to new market needs has improved KT&G's competitiveness and helped us win market share."

Jung-Gil Kim
Senior Director
KT&G

A globally competitive company

KT&G, originally "Korea Tobacco & Ginseng Corporation", is the leading tobacco manufacturer in South Korea. Privatized in 2002, KT&G has since expanded its businesses, helping it to diversify and grow into a globally competitive company. KT&G has heavily invested in R&D and marketing to increase domestic market share and establish a steady influx of revenue from foreign markets. Facing stiff competition from foreign cigarette manufacturers producing locally in Korea, KT&G has nevertheless held its own and dominated the domestic market with over 70% market share thanks to frequent release of new and innovative brands. KT&G also exports its products to CIS, the Middle East, Central Asia, China, Russia and Southeast Asia spearheading its campaign with its flagship cigarette brand, "Esse".

Developing new products involves many steps that when added up can last anywhere from six months to over a year.

Brand research and planning, product and packaging design, prototype testing and production each require coordination between KT&G's different offices as well as management of massive amounts of information and product data. For example, pre-launch market survey data, new product concept ideas and market analysis data are required before any decision concerning the new product's final design is made.

From divided production to efficient collaboration

With KT&G's brand planning team in Seoul, R&D team and production factory in Daejeon, and packaging facility in Chonan, the company needed to implement improvements to its development process in order to effectively manage product information and its flow from one location to another. Sharing processes and data seamlessly became a priority. "Without an effective data management system, managing and sharing the right data was a serious challenge," said Jung-Gil Kim, Senior Director, KT&G.

DS DASSAULT SYSTEMES

Reduced time-to-market

KT&G selected ENOVIA from Dassault Systèmes to archive, manage and share important business and technical information as well as to enhance the efficiency of its internal communications. "With ENOVIA, we can effectively manage all data from product concept to design blueprint, enabling every employee whether in our main office or at another location to fully access and use this data and seamlessly communicate with one another," said Jung-Gil Kim.

Managing all product information with ENOVIA has enabled KT&G to reduce time-to-market of new as well as renewed products. "Thanks to ENOVIA, our quick response to new market needs has improved KT&G's competitiveness and helped us win market share," said Kim.

Data that is capitalized and always accessible

In the past, all data and information were stored as paper documents or saved in each employee's PC. "It was hard to share important data, especially when a process was changed or a new employee came on board," said Kim. Another problem was the non-capitalization of design ideas, marketing information and, of course, production information, which were dispersed or even discarded. "Those discarded ideas could have led to future best-sellers," said Kim. "And if we only could have used previous product data as a starting point for new product development, we could have saved time and improved our productivity." With ENOVIA, KT&G employees can do just that. "Now, everyone can access any data produced on past projects. ENOVIA has enhanced the value of existing data and transformed it into a business asset since it can be reused for new designs," said Kim.

ENOVIA resolved the issue of confidentiality as well. Its previous communication system did not guarantee a secure transfer of information from one employee to another, but with ENOVIA, the company now securely shares critical business information and data more easily and freely.

> "Now, everyone can access any data produced on past projects. ENOVIA has enhanced the value of existing data and transformed it into a business asset since it can be reused for new designs."
>
> Jung-Gil Kim
> Senior Director
> KT&G

3DS
ENOVIA

Images courtesy of KT&G

For more information or to contact a sales representative, please visit www.3ds.com/contacts