

# PACKAGING ASSETS MANAGER

## OBJECTIVE

**Packaging Assets Manager** enables companies to define their brand equity with libraries that promote reuse throughout product development. Because of minimal effort involved, the library's definition can adapt quickly and easily to rapidly changing business needs.

## OVERVIEW

Increasing business, product and process complexities affect operating margins and are driving companies to find business solutions which foster innovation and improve efficiencies. In many companies today, the complexity and rate at which new products need to be developed has already out-paced the rate at which many companies can produce them. Furthermore, the rate at which companies need to develop brand equity assets is expected to continue to grow faster than the current rate that they are improving their productivity. Studies have shown that effective management of product content through enabling reuse can cut up to 70% off design time (source: "Reuse Impact on Time-to-Market," University of Tennessee).

A key enabler of realizing the benefits of global product development best practices is establishing the infrastructure required to catalog, find, and manage the reusable data. An inefficient product content reuse system will diminish any potential savings that may be gained. Moreover, a system that does not fit the company's business and data or is difficult to use, will not be effective even if it is implemented and the time spent creating data in the system will be lost.

**Packaging Assets Manager** enables companies to address a number of key business challenges when deploying a product content reuse system:

- Accelerated product development and shortened time-to-market via reuse of design and product components and documentation
- Increased reliability, higher quality and lowered cost through the reuse of previously validated brand equity
- Improved collaboration by enabling users across the enterprise to find and add their own brand equity

## HIGHLIGHTS

**Packaging Assets Manager** enables companies to create and manage general or brand specific libraries and leverage the investment previously made in its IP. Key features and capabilities include:

### Enterprise-Wide Libraries

Brand Managers can define brand-specific libraries and classifications to standardize and identify their brand equity (i.e. shapes, colors, images, etc.). Librarians can define general libraries to classify and store reusable assets across the enterprise. Both library types can be defined to fit the company's business needs, functional roles, and/or products. These libraries are accessible to all users in the company to help promote sharing and reuse of product content. Classification hierarchies can be tailored in a live system without having to change the underlying database schema. Brand Managers or Librarians can manage the libraries and their taxonomies themselves rather than going through an expensive modification of the entire Product Lifecycle Management (PLM) system and expending IT resources.

### Standardized Brand Library Classification Taxonomy

Standard classification taxonomy can be defined for Brand Libraries that will enable companies to provide a consistent look and feel in terms of asset storage, searching and navigation paradigms. Consistency across brand libraries will enable efficiency gains across the enterprise in terms of how quickly users can locate the assets they need.

### Role-Based Library Classifications

Multiple classification taxonomies can be defined that simultaneously organize the same content from the perspective of different roles. Each role can view the product data through its own library with its own classifications. Each library has its own attributes that are inherited based on where the object is classified in the taxonomy, and can be browsed and searched within its role-specific definitions. This makes it very easy for each role to find data from their own context while accessing the data from a single common database ensuring a single version of the truth.

## Parametric Searches and Comparisons

**Packaging Assets Manager** allows a user to define reusable sets of attribute definitions that can be applied throughout the classification hierarchy and assigned automatically to content as it is classified. The attributes have formal meaning to the taxonomy and can be inherited from class to sub-class, which reduces the effort to create and maintain the classification system. The definition of classified product content is extended with unique parametric data focused on the usage model of the library's intended users. As a result, users throughout the company can access the same product content based on the needs unique to their jobs. The powerful, yet simple to use, search capabilities makes it easy to locate product content based on complex sets of reuse criteria. Users can constrain their searches to a specific branch of the library/class/subclass hierarchy. In addition, attributes associated with a given class allow the user to define criteria appropriate to their context. Users can search across different units of measure as **Packaging Assets Manager** automatically compares the specified search criteria against the database, regardless of how the parameters were captured originally. An advanced comparison tool further analyzes search results to identify differences for ranking alternatives. The simplicity of the search tools encourage end users to look for the best available content always, instead of settling for the first adequate one encountered.

## Library Security

A flexible access control mechanism allows Brand Managers and/or Librarians to determine which users and/or roles have access to the library classification structures. Only specified users are able to view and navigate a library and its content. In addition, limited access can be granted to allow users navigation access, but not download access to the classified content or IP. Subsequently, users can then request additional download access from the librarian to the given IP and be granted temporary time-based access if the request is approved.

## Asset Management

**Packaging Assets Manager** allows end users to classify brand equity assets from any ENOVIA® solution or it can be configured to create new brand equity assets of any type. Each asset type can be assigned unique release processes and access controls. As an asset proceeds through its lifecycle, different user roles can have access to download files or upload a new version. When making changes, the asset can be locked to alert other users that a change is being made.

## Asset Usage Rights

**Packaging Assets Manager** allows a user to specify complex Usage Right criteria for individual assets. For example, a "Photo" asset may be permitted for use with the North American region on POS material and for the Latin American region internet only. Additionally, contracts may exist for certain assets that define how long an asset can be utilized by an organization. This also presents the need to enable users to set Effectivity Date ranges by usage right.

## Key Benefits:

- Define a standard classification hierarchy or create multiple classification systems to fit your company's business needs, functional roles, and/or products.
- Search libraries based on all parameters associated to its classes.
- Control security access rights to library classification structures to ensure proper access to IP.
- Ensure that library information undergoes thorough peer reviews before being made available to the rest of the organization.
- Define usage right criteria by asset to control when and where brand equity can be used for a package and/or product.
- Manage asset classification requests from users who have requested one or more assets to be added to a library.
- Subscribe to library updates and additions to stay informed of changes to brand equity.
- Request additional "download" access from a librarian after reviewing library content for items of interest.

**Packaging Assets Manager** allows a user to define the status of any asset that is uploaded to a Brand Library. This allows any asset to retain a status regardless of classification while enabling Brand Managers to specify the asset's status as it exists within one or more Brand Libraries.

## Asset Classification Requests

If companies want to limit and/or filter the assets that go into a library, **Packaging Assets Manager** provides a mechanism to allow users to request assets to be added to a library. These requests can be initiated by any user but are managed by the Brand Manager or Librarian, respectfully. Upon receiving a request, Brand Managers or Librarians can determine whether the asset(s) are viable and can either classify or reject the asset(s) accordingly.

## Electronic Review Processes

The system can be set up to enforce cross-functional reviews of library content before accessed by a broader group of end users. Routes are used to circulate the content to select individuals for review and approval. Route creation and setup can be simplified by the use of templates, which pre-define the steps that must be followed. The review process complies with U.S. Food and Drug Administration's (FDA's) 21 Code of Regulations (CFR) Part 11 for recording electronic signatures. Whether a company needs to comply with FDA regulations or not, they can benefit from capabilities such as password verifications, password aging, password format checks, failed attempts logging and requiring two administrators to alter a user's password.

## Notification of Changes

Users can subscribe to automatic notifications for key events such as new content being added to the library or changes made to classified items. Subscriptions can be attached to entire libraries or to individual components. Notification comes in the form of automatically generated email and can include attached descriptions and links to the relevant library or components for easy navigation. Users making use of data from the library can make decisions based on up-to-the-minute status of issues and updates, rather than static knowledge captured at the time of reuse.

## Usage Tracking

**Packaging Assets Manager** can optionally track usage information for documents that are accessed through the classification structures. As users access IP, they are prompted to fill out usage information that describes the purpose of the download. Using built-in reports, librarians can track how IP is being used throughout the enterprise. Librarians can also define library taxonomies for royalty management and contract obligations specific to legal and business requirements. Contracts and other relevant legal documents are linked directly to the reuse data. This enables component usage to be tracked automatically so that payments are correctly made and reports are generated to ensure compliance is maintained.

## Collaboration & Approvals

Users can benefit from a wide range of capabilities for global enterprise collaboration. Those capabilities include the ability to manage and organize shared documents and structured product data; they also enable the creation of digital workspaces for virtual teams to work together. Users can easily raise issues, organize meetings and track decisions. Any object lifecycle modifications can be formally approved using routes defined by end-users or from standard route templates.

## Microsoft Integration

Users can create and access **3DEXPERIENCE**® data from the most popular Microsoft applications: Word®, Excel®, PowerPoint®, Outlook®, Windows Explorer, and Windows Desktop Search. This capability enables enterprise-level collaboration while not disrupting the established productivity of end-users. With product content being managed in **3DEXPERIENCE** rather than on users' PCs, organizations are able to create, manage and review product content more securely.

## Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3DEXPERIENCE**® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

