

A man in a white lab coat and hairnet is smiling and looking to his right while holding a tablet. In the background, another man in a white lab coat and hairnet is holding a clipboard. The setting appears to be a clean, industrial environment, likely a food or beverage processing plant.

**infor**

How technology  
facilitates successful  
product innovation  
in food and beverage

# Simplify successful product innovation from development to delivery

Food and beverage manufacturers rely on their research and development, procurement, sales, marketing, production, and compliance departments to develop and deliver new product ideas that capture market share before the competition can catch up.

These departments leverage the information available in their business systems to help them analyze trends ranging from buying patterns to cost fluctuations. The trouble is, when these departments rely on business systems that exist in silos—as is often the case with today's food and beverage manufacturers—opportunities are missed, product development is too slow, and costs creep higher.

When a manufacturer understands that every part of their organization has a stake in the product innovation process, and ensures that all the parts are connected, the organization can be better positioned to deliver successful, innovative products quickly.

# Contents

Barriers to innovation	<b>04</b>	Simplify successful product innovation	<b>08</b>
Eliminate silos	<b>05</b>	Don't hedge your bets on guesswork	<b>10</b>
Ensure 100% labeling compliance	<b>06</b>		
Collaborate more effectively	<b>07</b>		

# Barriers to innovation

It's difficult to focus on new product innovations, while optimizing the ingredients of an existing recipe, if you're still struggling to manually keep track of the latest ingredient modifications of your most popular product. Complex supply chains that must meet sustainability and transparency goals, a vast number of stakeholders, involving varied functions and departments; heavy regulations; and ever-evolving consumer demand make it almost impossible to fuel the speed and throughput you need to remain competitive.

## T O D A Y

Slow time to market due to lengthy, manual review cycles

Manual administration of ever-changing labeling and formula compliance

R&D lacks necessary business insight

Launch process is cumbersome, isolated, and repetitive

## T O M O R R O W

Complete formulation system to accelerate development time

Automated label declarations created directly from formulas

One global dataset enabling enterprise-wide visibility, faster decision making and less errors

PLM solutions help speed launches, managing the various steps and enabling improved project management, collaboration, and product testing

# Eliminate silos

For many organizations, your R&D department is the primary source of innovation and business growth. It's also often the owner (or at least a critical partner) of regulatory compliance. But R&D can't succeed if it's operating in a silo with only shared folders and Microsoft® Excel® to use. Your R&D teams need a product lifecycle management (PLM) solution that's visible to the rest of the organization—including sales, marketing, procurement, production, and quality teams.



## Centralize data and process

With a modern PLM solution, all of your information regarding products, formulas, and projects is stored in one place that multiple functional groups can access to create a higher level of enterprise-wide collaboration. With one system, teams can contribute and interact—resulting in lower change management costs and higher productivity levels.



## Increase visibility and automation

As a result, product development will take less time and at lower cost, while significantly reducing risks. Along with real-time visibility into performance, status, requirements, and costs, manufacturers can also automate the process of reviewing and analyzing the product portfolio and managing staged projects.



## Drive innovation and quality control

PLM solutions also make it easier to manage the launch of new product offerings, including documenting regulation compliance, enabling improved project management, collaboration and product testing, and creating labels that meet **clean label** requirements.

# Ensure 100% labeling compliance

Of all the challenges in managing the product lifecycle of food and beverage products, labeling can be one of the most complex yet critical to success. Food and beverage manufacturers must consistently deliver compliant, clear, and compelling labels—despite changes in regulations and consumer tastes; the challenge of sourcing ingredients globally in order to satisfy the demand for diverse, high-quality products; and increasing competition.

Complying with regulatory label content requirements is not optional. Failing to do so incurs enormous risk and can cost your company millions of dollars. No enterprise resource planning (ERP) solution addresses this issue. With a PLM solution, you get the capabilities you need to design, produce, and update labels that consistently meet government regulations globally. Integrating a PLM solution with your ERP system ensures accurate formulations, making label compliance part of the operational process.



# Collaborate more effectively

Food and beverage manufacturers must consider many factors when considering developing and marketing a new product—not just consumer expectations. Are modern formulation techniques and manufacturing processes up to the challenge? In today's fast-changing, highly competitive, globally connected market, products are not developed in a vacuum. In this environment, collaboration—both internally and externally—is an essential ingredient for successful product innovation.

Internally, R&D must understand how product development impacts an organization's entire operations. For instance, by collaborating with procurement, R&D can help optimize its ability to negotiate a better price from existing suppliers. This collaboration can help create a better understanding of which ingredients of a new formula have the potential to lower costs, and it can help to avoid buying very similar and redundant raw materials that are already being used in existing products.

R&D is also responsible for defining how the product will be manufactured. This means R&D stakeholders need visibility into capacity, bottlenecks, and scheduling constraints help ensure production efficiency and reduce waste.



# Simplify successful product innovation

Food and beverage manufacturers can simplify bringing new products to market with a comprehensive digital operations platform that includes fully integrated solutions to meet customers' desire for product innovations that go beyond taste, including food safety, supply chain visibility and sustainability.

## **Product lifecycle management (PLM)**

Streamline the development of new products, speed time-to-market, improve quality, collaboration and product testing, and minimize production costs.

## **Demand planning**

Create an accurate picture of demand to drive production, inventory, distribution, and buying plans across your operations. In addition, planners can track all promotional activity to monitor progress and adjust forecasted demand, as required.

## **Supply planning**

As new ingredients come to market and the demand for them starts to expand, the challenge may quickly become a supply shortage. Companies must work closely with their suppliers and leverage supply chain planning tools so retailers can meet the demand.

## **Formula management**

Reduce the amount of time needed to develop and manage recipes, raw ingredients, and formulations. This also helps manufacturers easily achieve regulatory and labeling compliance— whether that's meeting reporting requirements, complying with labeling laws, or supplying ingredient details.

### **Production scheduling**

Food and beverage manufacturers who mix, blend, brew, cook, react, or distill must be able to perform constraint-based scheduling to optimize production resources, such as the capacity of vessels, tanks, and lines—and the flow of product between them.

### **Flexible quality management**

Ensure that the sourcing and production of food products safely meet national and international reporting and compliance requirements. Quality testing requirements vary by product and customer account. Systems, therefore, must be highly flexible and able to track a wide range of attributes.

### **Unified document management**

Manufacturers need to improve consistency and speed of communication internally and externally regarding specifications, lab results, and labeling. Without an advanced document management solution, version control can become confusing and lead to errors.

### **Predictive analytics**

Modern business intelligence (BI) solutions, with built-in artificial intelligence (AI), will help companies project trends and anticipate market demands. This insight into the future helps procure raw ingredients and plan use of resources, like machinery, packaging, and personnel.



# Don't hedge your bets on guesswork

To truly seize opportunities for product innovation, food and beverage manufacturers must work to eliminate IT silos between R&D, planning, procurement, manufacturing, sales, and marketing to make sure that all key players across the enterprise have visibility into the same data, business systems, and processes. Through collaboration and visibility into options and constraints tied to supply, demand, production, and regulations, your manufacturing operation will have the means to accelerate time to market and ensure you're making operational decisions that maximize profitability.

[LEARN MORE ↗](#)





[infor.com](https://www.infor.com)

**About Infor**

Infor is a global leader in business cloud software specialized by industry. Over 65,000 organizations in more than 175 countries rely on Infor's 17,000 employees to help achieve their business goals. Visit [www.infor.com](https://www.infor.com).

Copyright© 2022 Infor. All rights reserved. The word and design marks set forth herein are trademarks and/or registered trademarks of Infor and/or related affiliates and subsidiaries. All other trademarks listed herein are the property of their respective owners. [www.infor.com](https://www.infor.com).

641 Avenue of the Americas, New York, NY 10011

INF-2767621-en-US-0822-1