

Formula, package and brand management

Benefits

- Improves productivity by establishing a collaborative global environment that unites your formulated product, packaging and brand information with the rest of your product, process and production knowledge
- Reduces process inefficiency by facilitating concurrent cross-functional processes that provide every stakeholder with the right information to get their jobs done in a context meaningful to them
- Reduces cost by facilitating standardization and re-use of ingredients, raw materials, brand information, packaging and artwork components, which translates into dramatically less expensive development and sourcing processes
- Promotes confident on-time delivery and reduces recalls by linking formulated product and packaging components to delivery schedules, process workflows and other validated business goals

Summary

Teamcenter® software's formula, package and brand management solution manages formulated products, packaging, artwork and brand information within a unified PLM platform. By providing an end-to-end solution that enables you to unify discrete and formulated product development with packaging and brand information, Teamcenter enables you to realize gains in take-to-market speed, productivity, brand growth, cost efficiency and regulatory compliance as both knowledge and processes are aligned across historically separate functional areas.

An end-to-end solution for linking discrete and formulated product development with packaging, artwork and brand management

Teamcenter's formula, package and brand management solution enables you to unify product information ranging from branding, packaging and artwork to recipes and formulas to gain a holistic view of a complex product. By providing and extending this view with other enterprise information managed by Teamcenter, you are able to:

- More effectively re-use this data
- Rapidly respond to change
- Collaborate on a global scale
- Deliver products to meet consumer needs that have been validated against business goals

Business challenges

Product-related formulas, packaging and artwork are often stored in documents and standalone information systems scattered across today's organizations. In this kind of isolated environment, data re-use and cross-functional collaboration is difficult and time consuming at best. Equally important, these conditions inhibit visibility to the product as a whole.

As a result, many companies struggle to meet current business demands including today's time-to-market, global product design, global product sourcing, cost reduction and regulatory compliance imperatives.

Just as importantly, information about a brand, its characteristics, communications, related analyses and assets are often managed in similarly isolated documents, information systems or file systems. Up-to-date and accurate brand information is often unavailable to internal stakeholders,

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Benefits *continued*

- Protects brands and facilitates their growth by increasing visibility into the meaning and essence of your brands and enabling you to establish brand discipline/consistency both internally and externally

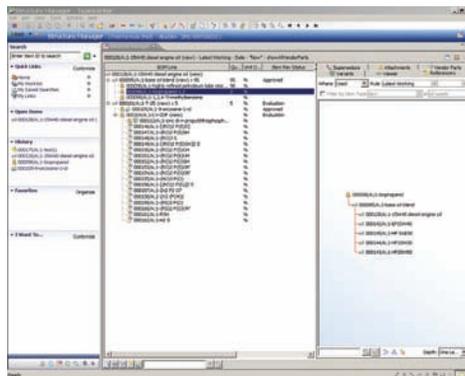
Features

- Single source of product and process knowledge that includes formulas, packaging, artwork, brand information and global specifications
- Formula management including the ability to capture and manage formula data and related processes
- Brand knowledge management including the ability to capture and manage all brand assets, trade items and other brand information, as well as the ability to establish and manage hierarchical brand definitions
- Packaging and artwork management, including the ability to manage all packaging and artwork knowledge, packaging briefs and regulatory information
- Global specification management, including the ability to manage all specifications as an intelligent configuration of relationships between objects
- Teamcenter integration with SIMATIC IT Interspec

retailers and advertising agencies. This leads to inconsistent marketplace branding that can confuse the consumer and result in lost market share.

Teamcenter's formula, package and brand management solution

To meet these business challenges, Teamcenter provides a comprehensive formula, package and brand management solution with the following robust capabilities.



Formula management Teamcenter manages formula data – including formulated items and mixes, raw materials, constituents, processes, recipes and other items – within a global PLM platform. This information is managed as an intelligent configuration of objects rather than as static documents. With formula management incorporated into your PLM environment, you can take advantage of Teamcenter's change management capabilities to determine the impact of proposed product and requirement changes. Teamcenter supports an open integration strategy for popular authoring tools, as well as out-of-the-box integrations for Microsoft Excel and Siemens' SIMATIC® IT Interspec.

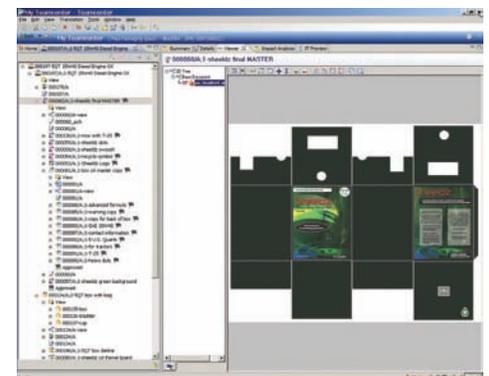
Brand knowledge management

Teamcenter manages all digital assets – from product, model and packaging photography to images, logos, advertisements and other items – within a global PLM platform. Teamcenter also enables you to establish and manage a hierarchical brand definition that logically

organizes brand information such as digital assets, position statements, brand characteristics, target markets, brand scorecards, competitive information and buyer personas. You can also capture and manage trade items in Teamcenter including all finished goods, characteristics and specifications.



Packaging and artwork knowledge management Teamcenter enables you to manage packaging and artwork information, such as graphic and copy elements, theme boards, package concepts, package items and die lines. You can capture packaging briefs and other requirements so that they are incorporated at every stage in the product lifecycle. Just as importantly, you can manage packaging regulatory information – such as ingredient statements, nutritional facts and claims – as part of a unified PLM



platform. Since the solution is deployed in a Teamcenter-driven PLM environment, you can leverage Teamcenter's lifecycle visualization capabilities to view the product's packaging and artwork in any lifecycle state on an on-demand basis. Teamcenter provides out-of-the box integrations to Siemens PLM Software's NX™ digital product development suite and other authoring tools.

Global specification management

Teamcenter allows you to manage specifications – ranging from individual raw materials to finished product specifications – as an intelligent configuration of objects. Specification content is configurable and easily accommodates global, regional and plant-

specific variations. Since you can combine these capabilities with Teamcenter's flexible security and viewing functionality, all stakeholders are able to view this information in an appropriate and meaningful context.



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