



## A Partner Solution for the Distribution Sector

### Streamline the Product Development Lifecycle from Concept through Shelf Placement

IBM **Information Management** software

# EKI PDL Insight

---

## Partner Solution

---

### ■ **Target Industry**

*Consumer Products*

### ■ **Business Application**

*Product Development Lifecycle Management*

### ■ **Products**

*IBM FileNet Business Activity Monitor*

*IBM FileNet Business Process Framework*

*IBM FileNet Business Process Manager*

*IBM FileNet Content Manager*

*IBM FileNet eForms*

### **Business Challenge**

The business environment for Consumer Packaged Goods (CPG) companies is very complex. They must deal with frequent product modifications and increased legal exposure due to heightened disclosure requirements. Moreover, they need to implement and modify enterprise-wide branding strategies and multiple product development initiatives while identifying areas for continuous improvement.

To remain competitive in the face of evolving market dynamics and an increasingly diverse customer base, speeding time-to-market, improving operational agility and supporting product customization is of the essence for CPG companies.

Many organizations remain challenged in these areas due to their reliance on labor-intensive processes and stand-alone computer systems that make it difficult to manage a complex and customized product development lifecycle. This prevents rapid response to customer needs, reliable cataloging of brand assets and the product flexibility needed for competitive differentiation.

CPG companies require solutions that can reduce time to market and

product development costs, enable enterprise-wide management of product development initiatives and support a brand asset library.

### **Solution**

Electronic Knowledge Interchange's (EKI) PDL Insight streamlines the product development lifecycle from the product concept stage to shelf placement.

Providing unparalleled functionality that streamlines the manual, often paper-based product development lifecycle, the solution supports CPG companies' efforts to standardize processes, consolidate assets and present a unified view of all product development initiatives across the enterprise.

EKI's PDL Insight supports complex workflows and facilitates approval steps throughout the product development cycle. This is done by leveraging sophisticated business rules and workflow capabilities to automatically route each product approval through the appropriate steps, while defining, enforcing and maintaining procedural consistency via an integrated business process management engine.

EKI's solution comes integrated with a brand asset library that

creates a unified platform for all product lines across product groups and/or brands; features a common repository and workflow for access by employees and contractors; is scalable and upgradeable to support records management functionality; and is SOA-compliant and Web-browser based.



## Value Proposition

PDL Insight enables CPG companies to centralize and optimize disparate business processes. This ultimately replaces labor-intensive, isolated systems with an automated solution that improves time-to-market and ensures process standardization.

With the EKI solution, CPG companies are now able to respond to consumer trends by developing new products and bringing them to market faster. This results in a positive impact on the company's bottom-line profitability, increased market competitiveness and improved brand recognition.

By implementing PDL Insight, CPG companies are able to:

- Enforce process standardization;
- Improve operational efficiencies;
- Support unified access to brand assets;
- Offer increased visibility and awareness for all product development initiatives across the enterprise;
- Provide accurate insight into product development status and throughput metrics, enabling product and brand managers to focus on product improvement; and,
- Offer automated notifications and milestones to team members and managers to help effectively manage workflow.

With EKI's PDL Insight deployed, a CPG company can experience upwards of a 200 percent increase in productivity and typical return on investment within 12 months. Similar initiatives have enabled large CPG organizations to realize annual savings of more than \$4 million.

## Company Description

Electronic Knowledge Interchange (EKI) is a business and technology consulting firm that specializes in delivering measurable business value to mid-to-large-size corporate and government organizations. We partner with value-minded executives to optimize business, information and technology for high-impact results.

*For more information, please contact:*

David Holly  
+1 312 236 0903  
dholly@eki-consulting.com

© Copyright IBM Corporation 2009

IBM  
3565 Harbor Boulevard  
Costa Mesa, CA 92626-1420  
USA

Printed in the USA

08-089All Rights Reserved.

FileNet, IBM and the IBM logo are trademarks of IBM Corporation in the United States, other countries or both. All other company or product names are registered trademarks or trademarks of their respective companies.

For more information, visit  
[ibm.com/software/ecm](http://ibm.com/software/ecm)

**LEARN MORE!**

View a 6-minute Webinar  
of this solution:  
[www.ibm.com/software/ecm/partner/eki](http://www.ibm.com/software/ecm/partner/eki)