



Unbox the Future

Digital Product
Lifecycle Management
in Consumer Goods



Digital Product Lifecycle Management in Consumer Goods

Trends come and go in the (fast moving) **consumer goods industry** – this has always been the case. However, what is new is the speed of change in technology, business environment, regulatory and business models as well as their interdependence.

Product development departments need to master fundamental challenges concerning their products, processes and the ecosystem.



Products

Developing innovative, sustainable, connected and individualized products.



Processes

Driving efficiency and digitization of core product development processes and downstream processes.

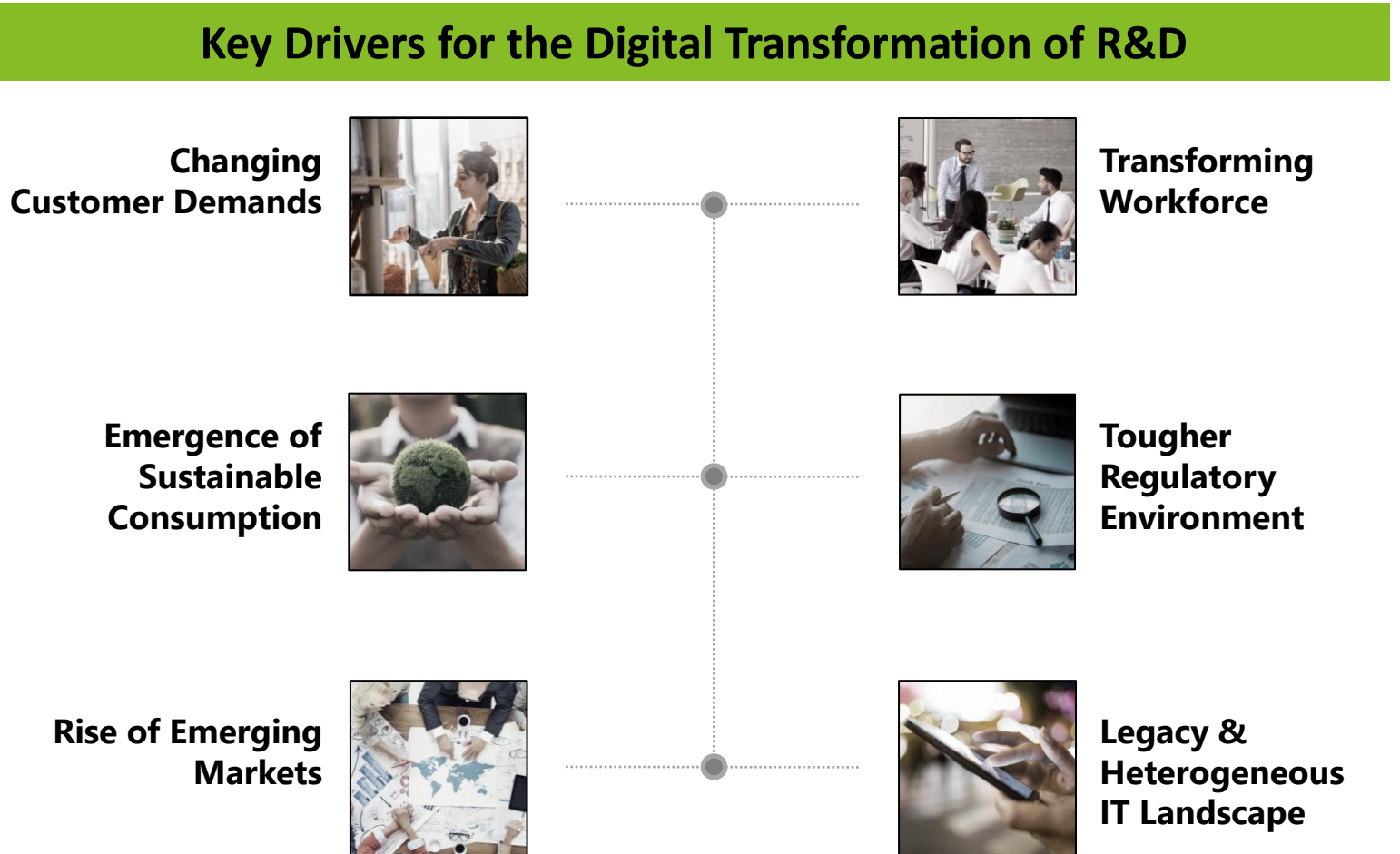


Ecosystem

Integrating the R&D departments into an agile and flexible, internal & external ecosystem.

Tackle the digital transformation

Social, technological and ecological trends are driving the need for more agile and faster R&D. Our Deloitte Team observed that many consumer goods companies are lagging behind in digitalization and transformation of their R&D departments.



*“Sustainability and recycling
can only be driven forward
to the next level through an
end-to-end data platform
along the product lifecycle”*

Tino Krueger, Partner Product
Strategy and Lifecycle Management

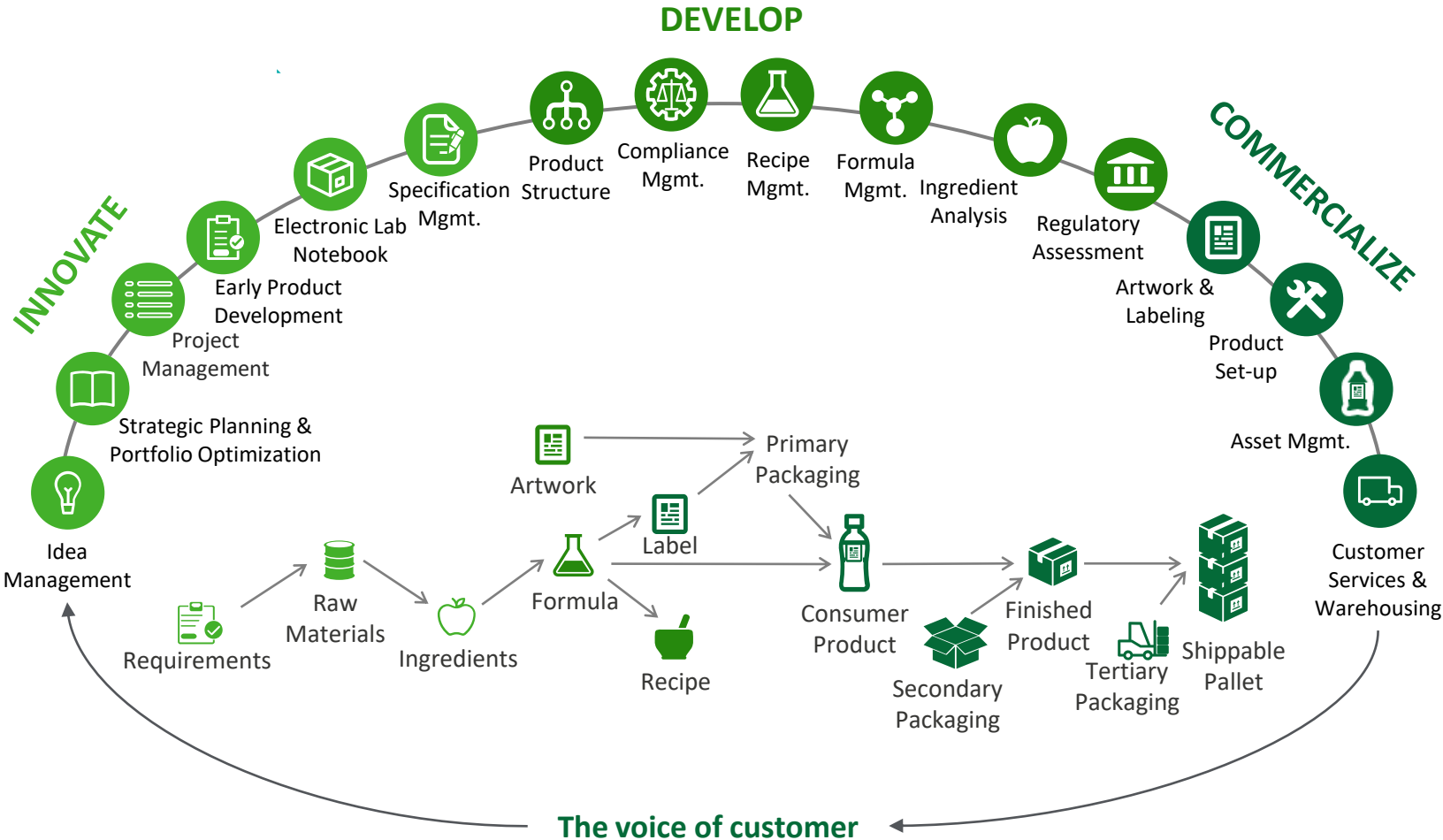


What are your white spots?

Do you have end-to-end integrated, harmonized, agile, collaborative, transparent and continuously improving product development processes?

Do you have interoperable, connected and up-to date Data along the process?

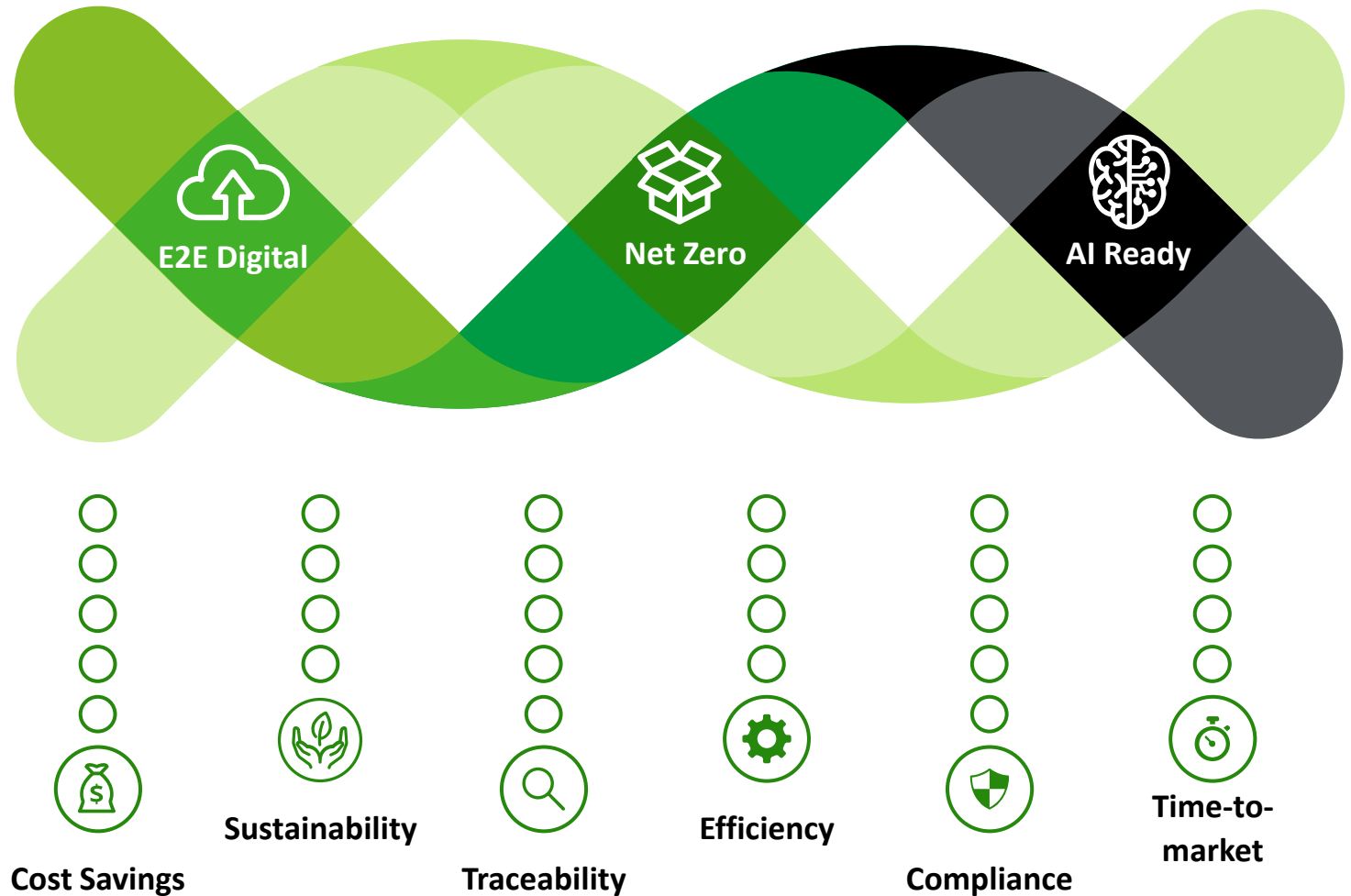
Are you struggling with Time-to-market or Regulatory Compliance or Sustainability?



Are you prepared for the transformation?

An end-to-end data platform is the foundation for a digital thread, efficient collaboration, aligned activities and adopting exponential technologies like (Generative) AI, Automation and in-silico experiments.

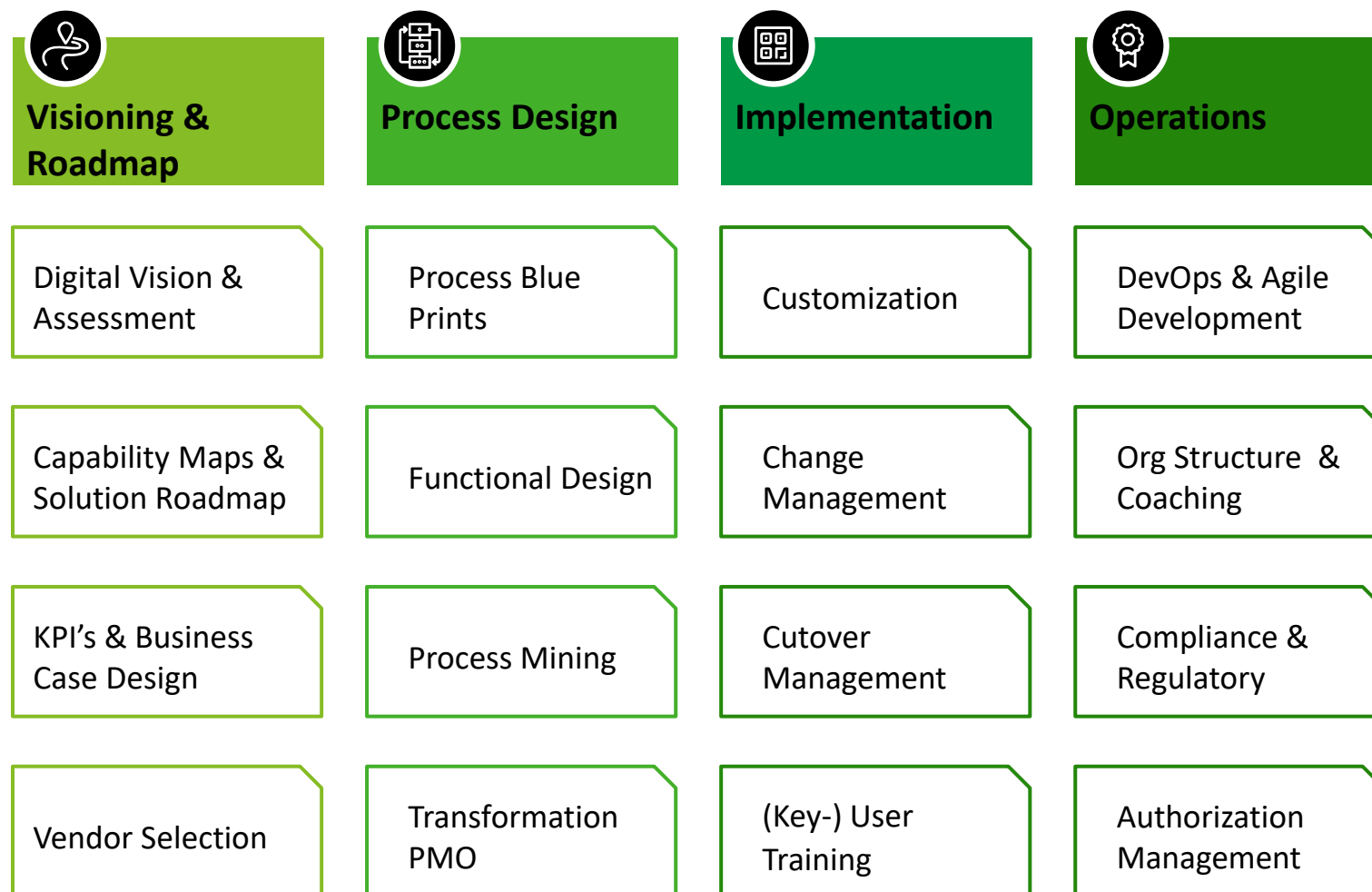
A digital R&D transformation is a holistic endeavor that leverages cloud, data and analytics technologies to improve efficiency, effectiveness, and innovation of R&D processes and products.



What do we offer?

A comprehensive service offering portfolio around all topics related to digital R&D in the consumer goods industry.

Established in the consumer goods industry - enhanced with best practices across all leading industries.



Let's talk start

We know what matters in R&D in consumer goods industry to become fast and agile.

Contact Deloitte for an external view on your projects and set-up and find out how to master the transformation.



Simon Iwanowski

Senior Manager
PLM Process Industry Lead
siwanowski@deloitte.de



Tino Krüger

Partner
Lead Partner PSLM
tkrueger@deloitte.de



Dr. David Müller

Senior Manager
Digital R&D Expert
dmueller@deloitte.de



Philipp Ambrus

Manager
CPG Industry Expert
pambrus@deloitte.de



Helen Baumert

Senior Consultant
CPG Industry Expert



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