

Collaborative Innovation Strategies for Private Brand/Own Brand Retail

Accelerate Growth with Product Lifecycle Management

Today's private brand/own brand retail companies are facing new challenges as the current marketplace drives an increased focus on consumer value, streamlined supply chains, and consumer safety. Brand protection is more important than ever as retailers begin to develop and expand private brand strategies – especially given the impact product recalls have made on the industry and on consumer confidence. Introducing products to market quickly while supporting a global new product development environment is essential to gaining competitive advantage and locking in profit margins.

To navigate these challenges, leading private brand companies are focusing on deploying collaborative innovation as a winning strategy. Kalypso and Oracle are helping companies develop solutions that accelerate innovation, growth, and business improvement opportunities through enhanced collaboration.

Enabling Collaborative Innovation with Product Lifecycle Management

Kalypso's recent research into collaborative innovation points to the need for consumer goods manufacturers and retailers to partner for profit and mutual gain. The study found four success factors to deploying collaborative innovation: (1) developing a strategy for collaborative innovation, (2) conducting collaborative business planning, (3) "getting your house in order"/internal alignment, and (4) building trusted relationships.

Companies are increasingly turning to Product Lifecycle Management (PLM) solutions as an enabling technology for collaborative innovation. Deploying PLM provides a single version of truth for product data and can create new efficiencies in product development processes, assure product traceability and compliance, and lower the cost of rework and redundancy. As retailers begin to manage their own specifications, formulations, labeling and suppliers, the value that PLM delivers is critical.

To help private brand companies begin their PLM journey faster and at a lower price point, Kalypso and Oracle are providing clients with a cost-effective alternative to quickly realize the benefits of PLM. Combining world-class PLM expertise and implementation methodology with the most complete industry functionality of any available PLM software, Kalypso and Oracle can help reduce time and resource demands and achieve rapid results with PLM Vivo.

What is PLM Vivo?

PLM Vivo is a pre-configured PLM solution designed for rapid implementation for the private brand retail industry, enabling companies to reduce the time, investment, and effort to deploy PLM.


PLM Vivo

- [Business-driven Approach](#)
- [Core Implementation Team](#)
- [Pre-configured Solution](#)
- [Defined Deliverables](#)

Depending on the application, PLM Vivo is built on Oracle's Agile PLM solutions which manage all aspects of innovation, from product and portfolio management, to management of specifications, supplier quality and collaboration, formulations and bills of materials, packaging and labeling, compliance, and quality.

Traditionally, PLM implementations require anywhere from 22 to 35 weeks to deploy. By comparison, a PLM Vivo implementation enables a company to go live with the first product line in as little as 13 weeks.

Implementation Methodology

Kalypso jumpstarts your implementation by pre-populating Oracle's Agile PLM solutions to minimize your configuration effort. Pre-configuration includes specification templates, base data, workflows and profiles based on industry best practices, and data and process scripts that simplify the data gathering. This not only reduces setup time but provides a straightforward path for legacy data migration, aids in rapid business process documentation and facilitates swift user adoption. To further enable seamless user adoption, and to streamline data migration, Excel-based configuration work tools guide users through required, company-unique data.

Additionally, PLM Vivo is designed to support and train new users with an eLearning education platform to deliver real, sustained results. Kalypso uses Oracle's UPK training development tool to deliver best practice user training. Alternatively, the training materials can be customized for a particular organization's environment.

Impact Your Business with PLM

By implementing PLM, companies will realize significant benefits such as:

- Developing a single version of the truth for all product data
- Increase traceability and ability to quickly identify risks and exposure
- Significantly reducing the cost of regulatory compliance
- Reducing time to market by 50-80%
- Decreasing label and package rework
- Designing new products more efficiently
- Managed, automated product data exchange with suppliers
- Collaborating across functional and company boundaries
- Reusing existing knowledge, recipes and formulations
- Improving product quality
- Ensuring brand protection and consumer confidence

Jumpstart Your PLM Journey

By pre-populating Oracle Agile's PLM solutions, Kalypso dramatically reduces the complexity, time, and effort to roll out PLM to private brand companies with PLM Vivo. With the Product Data Record at the heart of PLM Vivo, companies can obtain full traceability to enable compliance and data integrity assurance, as well as identify business improvement opportunities to simplify and accelerate the product development process to drive products to market faster. To learn more about PLM Vivo for your company, contact **Fred Brown** by email Fred.Brown@kalypso.com, phone at **+1.678.357.7289**.



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