

7 Benefits of PLM Solutions that Drive Better New Product Development Outcomes

aptean Ready for What's Next, Now

If you're a manufacturer of consumer goods, you know innovation is essential. You can't become complacent and rely on your popular products to always remain profitable and in demand.

Consumer preferences continue to evolve and shift with emergent trends, as we've seen a push for more sustainable products made with environmentally friendly manufacturing processes and materials as well as an increased focus on public health.

84% of consumers say it is "somewhat" or "very important" that companies they buy from are innovative

57% of consumers report having purchased a new product during their last shopping trip

These figures demonstrate not only the strong demand for product innovation, but also the need for your company to optimise the development process with an industry-specific product lifecycle management (PLM) system. Purpose-built solutions can help your business do exactly that.

But how do our solutions improve your new product development strategy and allow you to achieve better results?

These seven benefits of Aptean's PLM solutions drive better new product development outcomes:

1

Faster Data-Driven Decision-Making

Our PLM solutions serve as an organisation-wide database for the new product development process, giving all teams involved easy access to pertinent information.

2

Accelerated Time to Market

By bringing together all stakeholders via a shared interface and facilitating clear communication, our PLM systems help expedite iteration, documentation and approvals.

3

Optimised Profit Margin and Cost Control

The user-friendly dashboards and powerful financial analytics tools make material prices highly visible and both costs and expected profit margins clear.

4

Enhanced Collaboration and Workflows

All departments involved in new product development can work together via the shared PLM platform, facilitating better project management using workflows with Gantt charts.

5

More Reliable Consumer Safety

If you're in an industry where allergens are a concern, a PLM solution is vital to help final products are safe and properly labeled for your customers.

6

Greater Efficiency and Productivity

Since our PLM solutions manage the tedious task of organising information and remove time-wasters like duplicate data entry, your employees can concentrate on mission-critical responsibilities.

7

Remain Compliant

Dedicated features in our industry-specific PLM solutions, like electronic data management and substance screening, help you remain compliant at every step of the product development process.



With these critical advantages, your business will be able to streamline new product development and maximise the chance your new items are successful in the market.

Aptean's PLM solutions include **Aptean PLM Lascom Edition**, which is dedicated to the food, beverage, personal care and cosmetics industries. It helps our clients seize opportunities for innovation and increased earnings with tools crafted for your highly specialised development processes.

Ready to hear more? **Contact us today, or request a personalised demo.**

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