



GROUPE MARCELLE CHOOSES LASCOM'S PLM

How the leader of the Canadian cosmetic market streamlines its product development process.

With a legacy of excellence and almost a century of history, **Groupe Marcelle** is **Canada's largest cosmetics manufacturer**. Known for top quality products and iconic brands including **Marcelle, Lise Watier, Annabelle** and **CW Beggs & Sons**, Groupe Marcelle is a world-class organization on the leading edge of the cosmetics and personal care industry.

With a dedicated team of over 400 professionals, Group Marcelle produces **15 million products every year**, sold through over **3500 retail outlets worldwide**. Using only the finest ingredients, Groupe Marcelle has developed an innovative range of Cosmetic and Personal Care (CPC) products, including makeup, skincare, fragrances and accessories.

1 CHALLENGES AND GOALS

Groupe Marcelle set an ambitious goal to join the ranks of the world's top 100 cosmetic and personal care product manufacturers. To make this goal a reality, Groupe Marcelle identified enhanced **Product Lifecycle Management (PLM)** as a key factor to propel the company's growth into the future. With the support of Lascom, Groupe Marcelle created a digitalization team with a mission to:

- Create a **seamless flow of information and resources** within the company
- **Eliminate bottlenecks** to streamline processes and communication within the product development chain
- **Unite Groupe Marcelle's four brands** within a single, integrated information management system
- **Lay the foundation** for international expansion

Working with Lascom, Groupe Marcelle is embracing a comprehensive product-oriented approach, developing an innovative, customized PLM software. This software will revolutionize the way Groupe Marcelle develops new products by **improving efficiency, simplifying processes, eliminating errors, and equipping decision-makers with vital insights**.

Groupe Marcelle's commitment to excellence and innovation requires a **dynamic, scalable PLM software** that can optimize the entire product development cycle. Lascom provided a holistic approach to PLM beyond a traditional Business Process Management (BPM) solution, **unleashing Groupe Marcelle's creative product development potential in three key areas**.



GROUPE MARCELLE'S VALUES

PASSION

"We are committed in our heart and in our mind."

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INTEGRITY

"We always do the right thing."

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QUALITY

"What we do, we do WELL."

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INNOVATION

"We are creative in our thoughts and actions."

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COLLABORATION

"As a team, we will succeed."

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RESPECT

"We care for one another and for our actions and decisions."

2

CENTRALIZING INFORMATION TO GUARANTEE CONSISTENCY AND PROVIDE TRANSPARENCY

Before partnering with Lascom, Groupe Marcelle's brand and product development teams defined many of their processes and selected their IT solutions.

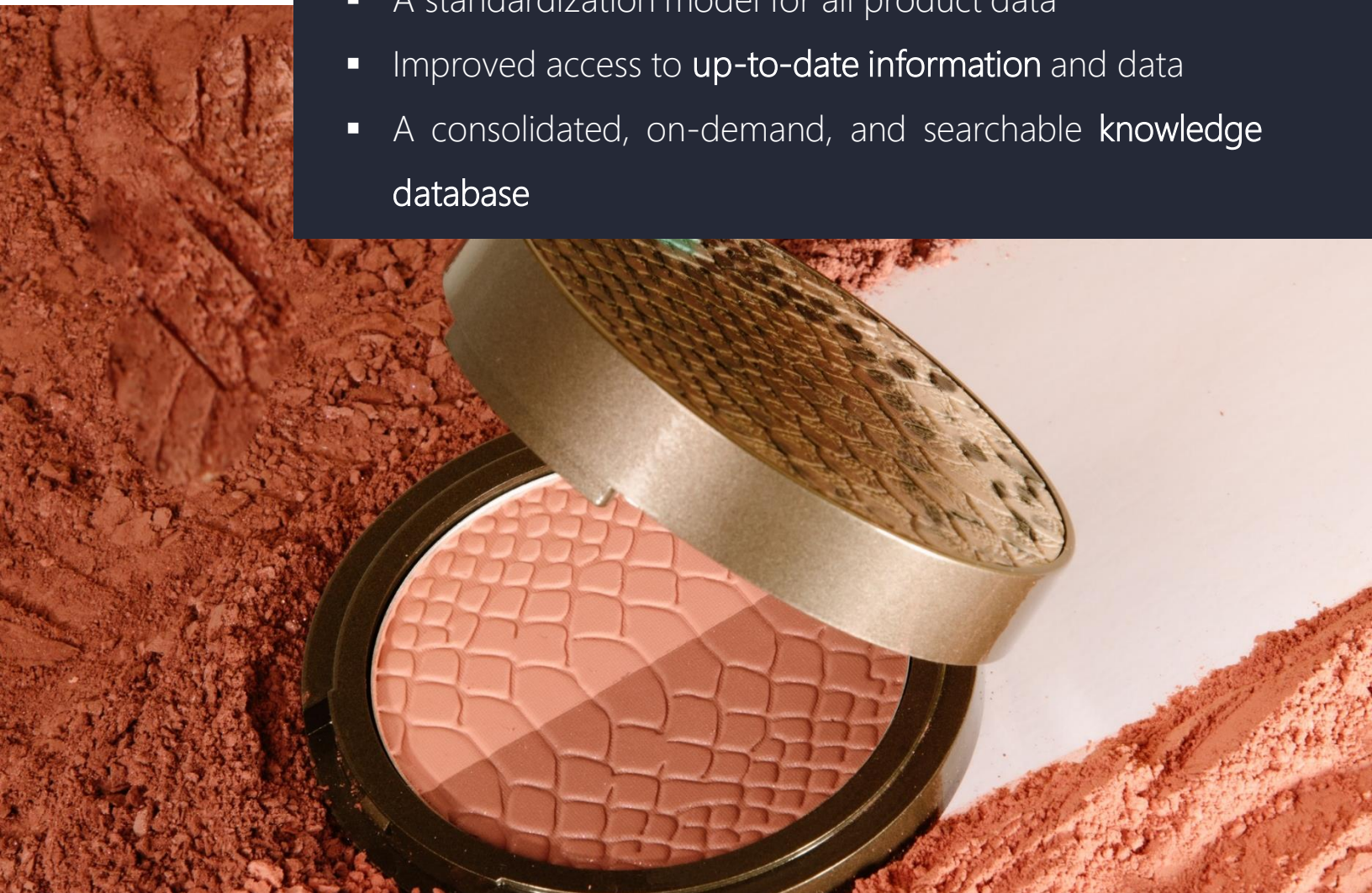
This resulted in the use of numerous tools and interfaces working outside of a consolidated IT system that restricted the free flow of information and created a **silos-effect** to **communication and collaboration**.

With the implementation of a **detailed repository to centralize Groupe Marcelle's data**, teams will be able to access all the information they need, exactly when they need it to enable **more efficient and effective decision-making**.

This centralized database will also **secure and protect** Groupe Marcelle's sensitive data, and enable **easy editing, comparison, analysis, and approval** related to new products, packaging and other important projects.

Centralizing Groupe Marcelle's information will provide:

- A standardization model for all product data
- Improved access to **up-to-date information** and data
- A consolidated, on-demand, and searchable **knowledge database**



3

CONVERTING STATIC DATASETS INTO DYNAMIC, ACTIONABLE INSIGHTS FOR NEW PRODUCT DEVELOPMENT (NPD)

With Groupe Marcelle's data more structured and accessible, the next step is to factor this information into process and workflow management models. Data and information must flow freely across departments, and between the company and its external partners – including suppliers and design agencies – to:

- **Compare and select** the most promising and innovative product ideas
- **Define** marketing, advertising, and communication briefs alongside R&D teams
- **Develop** prototypes and verify regulatory compliance
- **Design and validate** packaging artwork against product specifications

To orchestrate this dynamic process, Groupe Marcelle will leverage Lascom's comprehensive information repository with modules dedicated to each department involved in the NPD process.

A workflow engine is wired to the database and manages each deliverable or action that's taken. For every feature and task carried out, input data will be directly accessible, reminders and alerts will be sent, information will be tracked, and all outcomes will be logged in real-time.

These workflow engines will also provide Groupe Marcelle with:

- **Structure and visibility** into the NPD process
- Accurate **project monitoring** and tracking
- **Full transparency** within the information repository
- Contingency and redundancy to **avoid loss of information**
- Enhanced internal and external **collaborations**



4

SAFEGUARDING DATA AND CAPITALIZING ON THE VALUE OF PROPRIETARY INFORMATION

For any business, the NPD cycle relies heavily on maintaining **secure, reliable information**. Whether it's innovating a product line and updating packaging designs, to reformulating products to comply with new regulations – these important decisions must be made using reliable data and information.

Groupe Marcelle's new PLM solution will manage all aspects of information security, providing **guaranteed end-to-end information continuity and protection to prevent data loss or corruption**. This will be achieved in several ways.

The approval process modelled in Groupe Marcelle's workflow engine automatically

attributes authority and access only to those approved for their respective responsibility. This digitalized process, once implemented, will ensure that **approvers can make timely decisions with full access to the required data and insights**.

Common errors such as those on ingredient, allergen, and claims lists can be avoided through the **automatic generation, calculation and verification** of the PLM software. Eliminating these errors will **minimize the risk of inaccuracies** and will **accelerate the transition** from the R&D phase through regulatory approval, to seeing products on shelf at retail outlets.

These enhanced capabilities will provide more timely, precise and secure information across all NPD services – from senior leadership to marketing and R&D teams and designers – allowing:

- Teams to stay focused on **high impact, value-added tasks**
- **Increased productivity** among individuals and teams
- **Protection** of the company's valuable intellectual capital
- Significant **reduction in human errors** due to data manipulation
- Projects to **run on time** and to completion
- **More efficient** marketing and regulatory compliance reviews



"For almost 100 years, Groupe Marcelle has been synonymous with quality, innovation, and a commitment to excellence in everything we do. We are proud of this legacy and continue to invest in our products, our people, and our processes as we propel the company's growth into the future. With the strategy and innovation brought by the Lascom team, we will continue to solidify our legacy while showing the world what Canadian beauty experts have known for a century: that Groupe Marcelle delivers the world's top cosmetic and beauty products."

Simon Roy, Groupe Marcelle



"We take this opportunity to thank, most sincerely, all of Group Marcelle's stakeholders for their dedicated involvement, commitment, intellectual curiosity and open-mindedness. These qualities contribute to a successful collaboration among all who have a vested interest in Groupe Marcelle's ambitious growth. With a shared focus and dedication, we worked together to set and will continue to work to achieve our collective goals. Groupe Marcelle's stakeholders placed considerable trust in Lascom, and we are grateful for the opportunity to help lay the foundation for Groupe Marcelle's future growth and success."

Charles Henriot, Lascom

ABOUT LASCOM

Software developer and service provider since 1989, Lascom CPG offers a full Product Lifecycle Management (PLM) solution designed for the global personal care and cosmetic industry. The PLM software enables companies to accelerate innovation, foster collaboration, reduce time to market and ensure product compliance.

Lascom's modular solution supports leading companies with tools designed to meet the operational needs of company departments, from marketing to quality including R&D and regulatory affairs.

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