



Lascom



## **BVLGARI Unites Teams with Lascom's PLM**

How one software solution can streamline processes and ease product development

# 1 360° PORTFOLIO MANAGEMENT

As a luxurious brand, BVLGARI must maintain its standards of excellence to best meet customers' expectations. Creating a new product is the result of months and sometimes years of teamwork. From defining product requirements to designing a unique bottle, each stage is key.

Having a clear view of the entire product development cycle is crucial to follow up and maintain superlative quality while respecting product launch deadlines. The PLM software structures the project and helps BVLGARI's teams prevent errors, track progress and make informed and recorded decisions.

Monitoring the product portfolio has never been so simple for the team thanks to the solution's flexibility. Based on the need of each user profile - project director vs product manager, the PLM provides a comprehensive view on ongoing projects or a more detailed view of a project's tasks.

Lascom's PLM solution also supports the team in making crucial decisions thanks to interactive and customized dashboards. It provides a 360-degree view of the product to avoid any data disruption.

To connect the design chain world to the supply chain, Lascom PLM has a direct bridge to BVLGARI's ERP system. The integration of a PLM solution within the IT system "allowed the team to structure, secure and retrieve product information much faster" according to BVLGARI. The PLM implementation and its interface with the ERP helped limit human errors and save 60% of time.

"The PLM allows us to have a 360-degree view of the product by providing a clear view on the product data lifecycle and its development progress"

- BVLGARI

## COSMETICS CRAFTED LIKE PRECIOUS JEWELS

As an iconic luxury House of the LVMH group, BVLGARI is continuously looking to modernize their internal processes in addition to finding the best raw materials. Since 1992 and the creation of the cosmetic business unit, teams have used their expertise in creating exquisite jewelry to design exceptional fragrances.

BVLGARI has created its very own luxury signature by combining elegance and noble raw materials. Each collection is meticulously designed to offer a unique experience. From raw material selection to packaging design, each product development stage is managed assiduously.

With headquarters in Italy and Switzerland, BVLGARI has an international footprint. They compose several million liters of perfume and market millions bottles per year.

## 2 STREAMLINE NPD PROCESSES

Each user has dedicated tasks during the product development process and keeping them on track can be very complex. Teams need to collaborate in an efficient way to move the project forward and to respect deadlines – often set by seasonality.

It requires BVLGARI to harmonize all processes from one department to another. Thanks to Lascom PLM, every department uses the same platform, which makes sharing documents and information faster and easier. Teams are no longer using multiple sources of information and different softwares. Communication between departments has been simplified throughout the entire product development process thus improving collaboration.

Teams can easily share data and documents but also comment, annotate and formally approve them in the PLM.

With the implementation of the PLM, BVLGARI's teams avoid human errors as information is now entered into pre-defined templates. Automated tasks have replaced manual efforts thus saving precious time – business process orchestration, tasks and project follow-up, notifications, artwork review, approval process, etc.

In addition to the product data that is now shared and structured, processes are organized and tracked within the platform providing total control of product developments.

“We needed to manage a very large volume of product-related information and follow-up with several development processes and this is exactly what Lascom had offered through the PLM solution.”

- BVLGARI

### BEST PRACTICES

#### 1. Centralize

*build a knowledge base*

- single version of the truth
- consistent & accurate data
- reconnect disruptions
- cut paperwork

#### 2. Collaborate

*enforce processes*

- cross-department collaboration
- involve external stakeholders
- ease execution
- automate non-valuable tasks

### 3 ENSURE PRODUCT QUALITY AND COMPLIANCE IN A GLOBAL ENVIRONMENT

Considering BVLGARI's high quality standards, product safety is crucial. Hundreds of tests must be carried out on the bulk and on the packaging for every new product development or modification - a very complex process made easy with the PLM. The quality team is able to define, allocate and track tests - stability, compatibility, etc. As soon as the test is complete, documents sent by laboratories are collected, centralized and classed within the PLM.

Ensuring product compliance in every target market is another obligation for BVLGARI in the development process. Their fragrances are marketed globally and are exposed to just as many regulations. In the European Union, BVLGARI must create and update the Product Information File – also known as the PIF. In Canada, its equivalent is the Cosmetic Notification Form.

Each country has its own rules turning global compliance into a challenge. Thanks to the PLM, the regulatory team is now able to automatically calculate and generate required information such as ingredient lists, labeling or the qualitative quantitative composition. In addition, the team can generate the PIF from data and documents required by regulations that have already been saved and stored in the software – test results, safety data sheets, ingredients lists, etc.

In addition, the labeling tool automatically generates the product labeling data – and according to regulations in force, in the required language(s). Using the artwork review tool the BVLGARI team can verify that the labeling data has been correctly integrated in the artwork.

## LASCOM PLM FEATURES FOR BVLGARI



CORE : Data & Document management



CONNECTIVITY : SAP interface



BUSINESS

- Portfolio management
- Marketing brief assistant
- New Product Development



DEVELOPMENT

- Formulation feature
- Packaging development
- Artwork development



COMPLIANCE

- Labeling assistant
- Cosmetovigilance
- Product Information File



QUALITY

- Analysis
- Non-conformity
- Complaints

“Having features that are specific to each business unit – such as PIF generation for the regulatory affairs department or artworks viewer for packaging department, has been life changing for the team, as we are saving time and limiting human errors and are also able to generate regulatory documents automatically”

- BVLGARI

## 4 BVLGARI AND LASCOM: WHAT'S NEXT?

Having optimized internal collaboration thanks to the PLM, they want to “deepen and reinforce relationships with their partners”, according to BVLGARI. To do so, Lascom is implementing the Partner Portal allowing BVLGARI teams to interact directly with their partners including manufacturers, laboratories, toxicological experts, raw material suppliers, etc.

Teams will be able to collaborate even more effectively with them to master the new product development and reduce time to market. Via the secured Partner Portal, partners will have customized access to enter raw material specification data, packaging, or quality tests and upload documents requested by BVLGARI.



### ABOUT BVLGARI

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Capturing the refinement and the elegance of BVLGARI's essence, the Fragrance collection for women and men is a scented expression of luxury. Treasuring the charm of dazzling gemstones or inspired by the force of nature, these captivating perfumes are always crafted like a precious jewel.

### ABOUT LASCOM

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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.