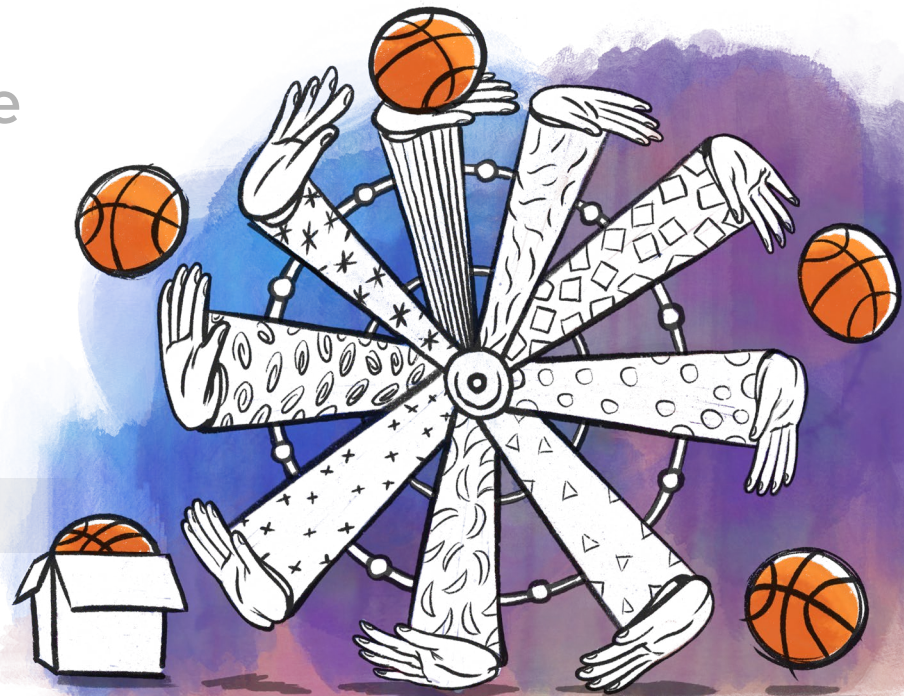


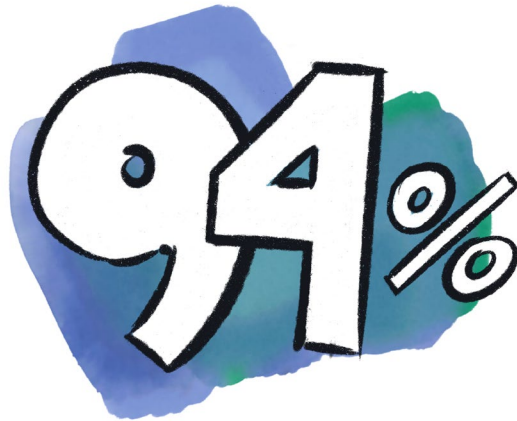
**workfront**

# How to Run Enterprise CPG like a Startup

4 Ways to Speed and Standardise New Product Delivery

EBOOK





**94% of product development teams believe it will be moderately or very difficult to accelerate the response to business and market changes.<sup>1</sup>**

If you're thinking about a new product, another company is probably already making it. To be innovative and stay competitive, you have to beat them to market. And you have to get it right the first time—there's no iterating on the design, or quality, or safety of a product once it's been produced.

#### **THE PROBLEM**

**Companies aren't necessarily set up to launch amazing, ground-breaking products at speed.**

Not while they have to maintain existing product lines, meet seasonal demand for goods, and navigate enterprise company process bottlenecks.

Ideas get stuck in the stage gate process, there's little visibility into all the work happening, and feedback is scattered, slow, and contradicting, causing confusion and costly project delays.

Plus, product development processes and launches require work from many cross-functional teams, yet large, enterprise processes typically require a lot of manual touches, like tracking crucial steps in multiple tools and spreadsheets.

<sup>1</sup> Forrester Analytics Business Technographics Global Priorities & Journey Survey, 2019.

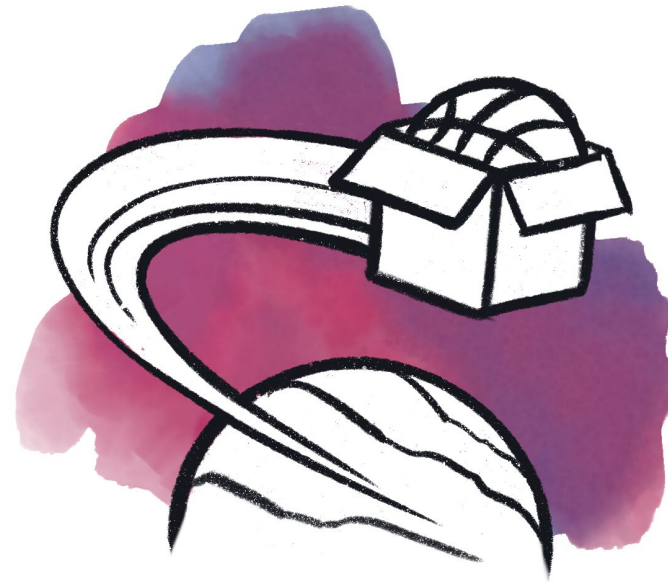
**If you're struggling to launch products fast enough to be competitive, your tools and processes may be holding you back, leaving you with:**

- An influx of concepts and product ideas that are difficult to sort and prioritise
- Irregular timelines and inaccurate projections
- Inconsistent and ad hoc reviews
- Mis-scoped work and missed deadlines
- Stalled or unsuccessful product launches

The right technology solution can mean the difference between products launching successfully or never launching at all.

And with small, nimble companies disrupting markets and delivering more engaging customer experiences quicker, it's never been more important for companies to launch innovative new products faster.

Speed and quality are everything. An enterprise work management platform, like Workfront, automates and streamlines manual processes and connects to the systems and tools your teams already use for work, empowering everyone to move at a new pace and increase stakeholder visibility into every stage of product development.



1

GO FROM

Irregular timelines,  
inaccurate projections,  
and manual stage  
gate processes



TO

Accurate, real-time  
dashboards and  
automated workflows



Tracking the progress of a single product can be challenging. Keeping track of hundreds of products or parts simultaneously can be overwhelming, especially when you rely on spreadsheets and manual processes to manage it all.

When every product moves differently through the stage gates without any standardisation between projects, your teams end up starting from scratch on each new product, which stretches timelines and heightens the risk your competitors will launch their products before you do.

Plus, with little visibility into the work happening at each stage, there's no way to forecast resources, budgets, or timelines, let alone accurately provide status updates.

An enterprise work management platform can automate key stage gate processes, standardise workflows, and—most importantly—drive greater predictability across the product development lifecycle, from concept feasibility through product launches.

With the ability to streamline and document resource planning and project milestones, project templates designed to capture the same information for every product, and smart resource scheduling capabilities, you can track your launch against all major milestones and use AI to assign the work to the right people.

Real-time dashboards keep everyone in the loop with one place for updates, questions, and collaboration, making it easier to work cross-functionally across teams and departments.

Products move predictably through each gate at greater velocity—exactly what's needed to meet consumer demands and take advantage of market trends, whether it's in time for Black Friday, the new school season, or summer launches.

2

GO FROM

Ideas coming from a variety of sources



TO

Centralised intake



You have a talented workforce that generates a lot of concepts and ideas, which is great. What's not so great? Those ideas come to your product teams from just about everywhere—via emails, chats, meetings, passing conversations, and handwritten notes—and you can't keep track of them, let alone prioritise them. That inefficiency can kill your ability to deliver the reputable products your brand is known for—and your bottom line.

You need a centralised and standardised intake where your product management team can score ideas, align them with business cases, and put the best ideas into motion quickly.

With a platform like Workfront, you can automate manual tasks from intake to launch, so you can move faster to market. Smart forms can be used to automate idea intake, so your product

development team can easily evaluate and score ideas to move concepts faster through the entire stage gate process.

You can also attach high-level business cases to ideas for faster vetting. With the ability to gather, assess, and move on good ideas faster, your teams can be more productive, and you can eliminate wasted time and get products to shelves or showrooms much sooner.

Not only does this increase your opportunity to launch products successfully, getting them in the market at the right time, but when products or concepts fail, they fail faster, and you can recover quickly and move forward in the right direction at greater speed.

3

GO FROM

Ad hoc review processes



TO

Automated review workflows and centralised feedback



Reviews and approvals of planning, design, and compliance documents can be a major bottleneck across the entire product lifecycle, with different people providing feedback at different times, and sometimes on different versions. That leads to conflicting feedback, delayed products, and missed opportunity.

A standardised way to review and approve new product work across design, testing, manufacturing, and marketing with automated compliance workflows can keep product development moving smoothly from inception to launch.

An enterprise work management platform makes it possible to automate your approval workflows to increase collaboration and prevent project delays. Standard approval templates mean the

right people review and approve concepts, prototypes, strategy, vision, compliance documents, and other assets at the right time. Digital proofing is available for hundreds of file types and teams can also review, compare, and approve documents on the go.

You can also store all document versions within a single location, automatically compare and control versions, and easily deploy content to the right distribution platform. And key stakeholders can provide actionable feedback, which is easily visible to the resources who need to act on it.

With a simple way to review and approve digital work, you can eliminate costly mistakes, increase throughput by streamlining the asset approval process, and consistently deliver your best work.

4

GO FROM

Poorly scoped work  
and missed deadlines



TO

Delivery on time and  
on budget



With no ability to accurately plan, track, and execute projects, it's impossible to forecast the scope of work, especially when the lack of standardisation leads to delays that cost valuable time and money. Products end up launching late and over budget, putting them at risk of market failure—and putting the jobs and reputations of product team members at risk.

That's one more place an enterprise work management platform can help reduce your burnout while improving forecasting and delivering greater predictability. You can templize processes for each group to move faster and provide more accurate planning.

With Workfront you can more precisely forecast the resources you'll need for current and future work from each team.

By aligning and increasing the visibility of work and connecting to systems your teams already use, work tasks can flow across teams, and products get to market faster than ever, while maintaining quality.

Plus you can better control the costs associated with building the actual product and more easily assess the factors that contribute to higher costs and decreased returns. And with a standardised approach and more accurate planning, your sight line to profit gets that much clearer.

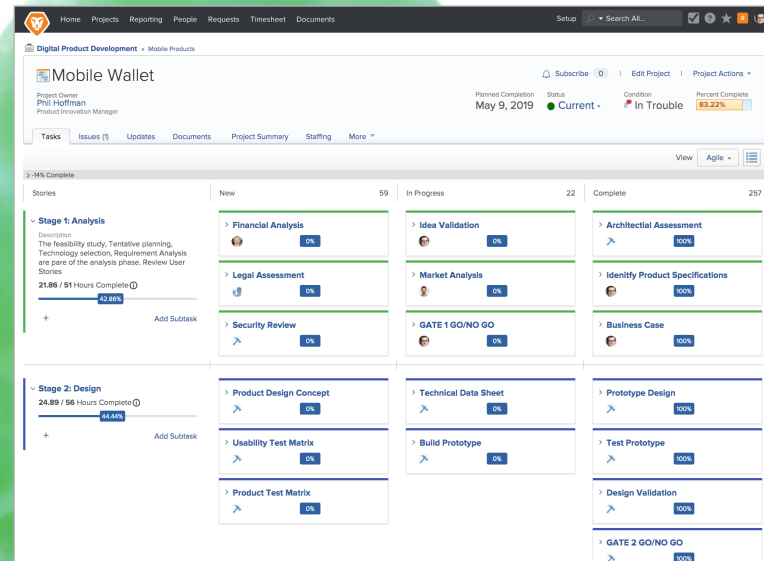
# How Workfront helps.

The pressure to get more products to market faster means product teams to work smarter, more nimbly, and more efficiently than ever to launch the right products to market at exactly the right time and stay ahead of the competition.

Workfront is the enterprise work management platform that gives product teams the power to:

- **Focus on the right products** so teams can intelligently execute against product roadmaps and deliver the quality products your customers want.
- **Standardise and automate work**, all the way from intake to delivery, to speed decision-making and free up more time for innovation.
- **Centralise product operations** so everyone has full visibility and collaborate cross-functional across the entire development lifecycle.

Visit us at [workfront.com](https://workfront.com) to learn more about how Workfront empowers consumer good teams to know which products to create, track how products move through development and launch, and deliver more of the right products, faster.





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