Streamline your New Product Introduction (NPI) process

Jeanette Mifsud
Senior Product Marketing Manager

Riyaan Mahri
Solutions Engineer

Copyright Winshuttle 2017
78% of enterprise CEOs are concerned about the relevance of their products three years from now.

KPMG US CEO Outlook 2016
Changing consumer demographics driving product proliferation


- 66M GEN X
- 75.4M MILLENIALS
- 74.9M BOOMERS
- 70% GDP
Over the last five years, the top 25 food companies in the U.S. lost $18 billion in market share, and 46% of the growth that has happened in the industry came from small and mid-sized businesses.

Danielle Gould, Founder and CEO
Food+Tech Connect
Unprecedented rate of technological innovation

4th Industrial Revolution

- Broadband
- Mobile
- Big data
Disruptive business models—smaller, more agile market entrants.
Given the disruptive forces at play, competing and achieving new growth will demand manufacturers to innovate new products and adapt business models at a faster pace and on a larger scale than ever before.

KPMG’s U.S. CEO Outlook 2016
Top NPI launch challenges

- 74% Have slow manual processes
- 95% Have data collection issues
- 81% Under pressure to move faster

Winshuttle research
Now we’d like to hear from you...
The process today

NEW PRODUCT INTRODUCTION PROCESS

Manual, slow, error prone, inconsistent
What if you could reduce your process time by 50%?

Winshuttle helps you digitize and optimize the collection of new product data.
HOW WE CAN HELP YOU

Accelerate products to market
What’s included

NEW PRODUCT INTRODUCTION SOLUTION

- Software
- Solution Artifacts
- Training & Support
- Implementation Plan and Services
- Industry Best Practices
- Consulting Services
Best Practice
APICS SCOR model example

**PLAN READY**
Make/buy decisions, long-term capacity & resource planning

**SOURCE READY**
Vendor certification, sourcing quality and vendor contracts

**MAKE READY**
Production, execution and managing “make” infrastructure.

**DELIVER READY**
Order, warehouse and transportation management

- **Finished Goods**
  - MM01

- **Components**
  - MM01
  - Semi-Finished
  - Raw
  - Packaging
  - Others

- **Bill of Materials**
  - CS01

- **Master Recipes**
  - CS01

- **Production Versions**
  - C223

*Plant extensions*
NPI Example: Apple iPhone 8

12 new Finished Goods Materials

2 sizes
- 5.5 in – iPhone 8 Plus
- 4.7 in – iPhone 8

3 finishes
- Space Gray
- Silver
- Gold

2 capacities
- 64 GB
- 256 GB
Role-based view for each participant

OPS
FI
SUPPLY PLANNING
DEMAND PLANNING
SOURCING
MASTER DATA
PLANT PLANNING
QA ENGINEERING
WAREHOUSE
CUSTOMER SERVICE
MARKETING
Workflow best practices - overview

1. Plan Ready

2. Source Ready

3. Make Ready

4. Deliver Ready

Update SAP
Demo
Visibility
Use our data with your tools of choice

Get the visibility you need to meet launch dates.
Use our data with your tools of choice

Drill down to identify potential issues.

Example of dashboards and reports.
Use our data with your tools of choice.

Optimise your processes based on past learnings.

Example of dashboards and reports.
The fact is that we’re getting to market much faster, and that means significant revenue recognition opportunities.

Joseph Wieczorek, Director, Master Data Organization – Reynolds Leveraged Services

A faster launch package

**SPEED**
- 50% or faster NPI cycle times
- reduced product lead times

**GROWTH**
- Significant revenue gains & $1.3M in productivity savings
Smother, faster product launch journey

**SPEED**
Reduced SAP data collection for NPI cycle time by 90%

- Materials
- BoM’s
- PIR’s
- Routings

**GAINS**
- Lower costs
- Improved supply chain planning
- Streamlined efficient process
- Improved data quality
- Enhanced process visibility
Key benefits

Speed

Visibility

Agility
Key benefits

- Predictability
- Scale
- Quality
With Winshuttle, we can accomplish the same task much more rapidly. That means getting to market faster—and that’s a massive benefit for us.

Jean-Francois Naggar
Director of Business Applications
Pharmascience Inc.
Let’s continue the conversation...

winshuttle.com/npi

Upcoming Events
winshuttle.com/events

Contact us
UK: +44 (0) 208 879 5400
infouk@winshuttle.com