

Product Development

How can SAP® solutions enable you to change the game?

SAP solutions help consumer products companies develop and deliver new products to market faster than their competitors, with lower production costs and higher product quality. Product development teams can integrate silos across locations, collaborate across functions, incorporate product data from authoring tools, streamline production ramp-up, and help ensure product compliance.

What do SAP solutions help customers do?

Product development



Integrate product development processes to enable collaboration and reduce production costs.

Recipe development



Develop formulas, reuse ingredients, run analytics, and design packaging – in one environment.

Authoring tool integration



Enable a harmonized multi-CAD integration platform to ensure data consistency and version control.

Product costing



Calculate and evaluate new products or quotations in an early stage of the lifecycle.

Handover to manufacturing



Transfer bill-of-materials data from R&D to manufacturing, incorporating site-specific variations.

Product compliance



Integrate processes covering design, sourcing, manufacturing, sales, and distribution.

What are the benefits?

With SAP solutions, consumer products manufacturers can manage complex product structures to gain:

- Faster development time, better product design, and greater efficiency and product quality
- Build and sustain a robust innovation pipeline to ensure fast delivery of future innovations
- Accelerated time to market with products consumers want while increasing product profitability

Why SAP?

SAP solutions connect processes for consumer products value chains by integrating horizontal lines of business with industry-specific solutions on premise, in the cloud, and through mobile devices.

Key facts

+8%

New product adoption

Where product requirements are clearly documented and communicated*

55%

Faster time to market

For organizations with robust product data management processes*

Customer

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*SAP Performance Benchmarking