Product Lifecycle Management (CPG)

Product safety issues, product recalls & withdrawals, post launch rework, missed targets on new products introductions are common in the CPG industry. The root cause of these issues can be traced to a number of snags in the process across the entire value chain.

Infosys PLM Solution

Introducing new and innovative products needs robust processes spanning the entire product development and introduction lifecycle. Infosys’ PLM solution helps CPG companies to deliver the same through a set of comprehensive services around four key needs.

**Analyst Validation**

“Having spoken privately with Infosys about PLM, for instance, it is clear that its expertise extends well beyond enhancing and maintaining PLM applications. Manufacturers and retailers looking for alternatives to the traditional players would do well to understand what is on offer now and what is in the pipeline for 2007.”

Source: “Infosys 2Q Results: Manufacturing and Retail Lag Other Industries”, October 11, 2006, Kevin O’Marah, Dana Stiffler (AMR Research)

**PLM Benefits in CPG**

Product Development automation in Consumer Industries yields:

- 17.5% reduction in product costs
- 75% reduction in ECO cycle times
- 25% to 35% reduction in design cycles
- 10% to 15% reduction in time-to-volume cycles

Solution Functional Descriptor

Infosys has developed Services, Frameworks, Processes, Methodologies and Tools to accelerate PLM implementation and support functions. We have established a PLM Center of Excellence (COE) that leverages the collective experience of our consultants and development teams based on our vast PLM implementation experience.

Infosys Retail & CPG Practice

Our Retail & CPG Business Unit provides business solutions to the industry’s leading firms to enable them to become more competitive. Our client base spans all major segments of the value chain, from leading retailers to distributors and CPG manufacturers.

The 5000+ strong practice provides services that include business process conceptualization, process engineering, package selection and implementation. We are an active member of EPCglobal and ARTS (Association for Retail Technology Standards).

Allied services

Business Consulting
Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

Business Intelligence
As data volumes grow, extracting knowledge from the data will be a challenge. Our business intelligence solution is designed to deliver that power to you enhancing your customers’ experiences, by designing real-time data warehouses.

Enterprise Application Integration
Make the whole of your IT applications much greater than the sum of their parts. Infosys can leverage the Global Delivery Model (GDM) to deliver immediate and dynamic productivity growth like no one else can.

RFID Implementation
The success of your RFID program depends on selecting the right processes and technologies. Our RFID reference architecture and phased approach mitigate your risks and ensure seamless integration with your existing enterprise systems.

About Infosys

Many of the world’s most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow’s enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.