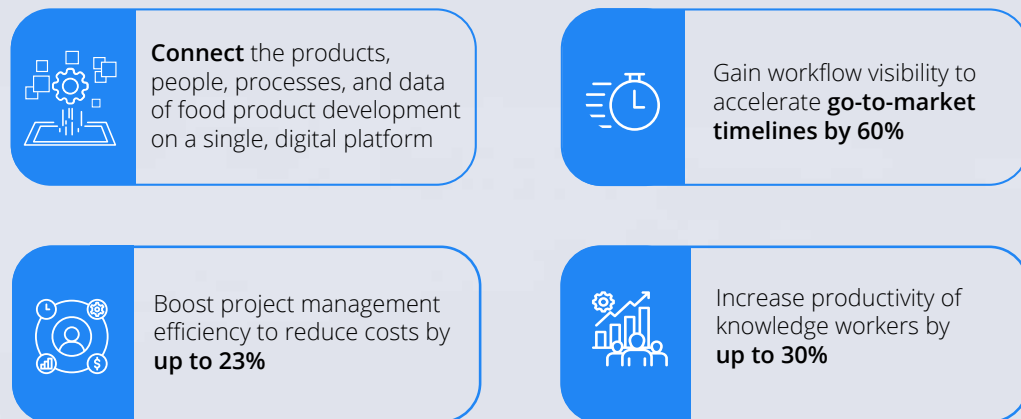


# Secret Sauce for Optimized Operations from Concept to Shelf in Food Manufacturing



## INTEGRATED PROJECT MANAGEMENT IN PRODUCT LIFECYCLE MANAGEMENT FOR FOOD AND BEVERAGE



### The dreaded call comes in from the leadership team:

*Where is the project status?*

They need an accurate update on product launch schedules, and they need it sooner rather than later. Your leaders would prefer not to ask, but they don't have full visibility into the project status.

The R&D technicians let you know they've conjured a new food or drink (or revamped an existing product) that will require new sourcing, new product design and, of course, getting the novel item to market faster than your competitors can.

Your knowledge workers aren't meeting productivity goals; they're distracted by notification noise (the onslaught of emails, chat, etc.), and slowed by data and processes located in disparate, outdated systems and spreadsheets. Workback schedules require manual adjustments; errors abound. External changes (beyond your control) add a layer of complexity to your operations, such as unexpected disruptions to your supply chains (crop failure, conflict or shipping blockade) and regulatory changes in various multinational markets with the resulting ripple effects from food formulation to packaging.

Add to this complication your 'evergreen' requirements: **Meeting food safety quality assurance and compliance and maintaining strong profit margins.** The pressure is relentless, and you must respond rapidly to obstructions and opportunities across the value chain. Operational and strategic agility is required to compete, like never before.

Your competitors don't get a break either - **but might they have a secret sauce you don't?**

## PROJECT MANAGEMENT: THE HEART OF FOOD PLM

You may have the healthiest, tastiest and/or best- looking product - but how many people eat or drink it depends on how operationally efficient you are, all the way from ideation to consumers' fridges and cupboards.

Product Lifecycle Management for your food or beverage company is a great solution; however, like most things, nothing gets done right without **great project management**.

Food project management needs to be fully integrated across your value chain. Ideal project management for your organization includes data unification, project automation, and collaboration of all teams involved in food products and processing systems. The benefits of integrated project management allow you to:

- ✓ **Iteratively plan and execute products and portfolios**
- ✓ **Better manage project requirements and goal definitions**
- ✓ **Meet launch schedules with appropriate costings, visibility and accuracy of thousands of data points**
- ✓ **Respond with agility to supply chain challenges**

The main ingredients of project management are the D and the 3 Ps: Data, Product, Processes and, People. **Stir them together with process automation for optimized go-to-market.**





## IT ALL BEGINS WITH UNIFYING YOUR DATA

Under every robust food PLM is a solid data foundation. Getting the basics right means getting control of your data which, as you know, can run amok. All too often, information is trapped in siloed systems that don't connect or not easily. Updates to data by hand are taking too long and result in frequent errors - all of this wasting your time and money.

Collect basic data in a systematic manner, including product dimensions, material specification, compliance and regulatory requirements, SKUs (material, style, food), standards relating to the quality, appearance and delivery of the product, the allergen control plan, and more.

**Centralize and standardize** your data: The same format and same location for all portfolio and new product development data. (Dismantle standalone workflow systems; discard all the disconnected spreadsheets!)

**Synchronize product and packaging data.** Quickly develop, source, and update labels using templates populated with formulation, allergen, nutritional and regulatory data from PLM and connected databases.

Store all data on a **single, digital platform** that integrates automation, AI, mobile accessibility, and a cloud-based collaborative hub.

**Set up project management models** based on the newly collected and standardized data.

After data standardization and centralization, it's time to tackle your processes and functionalities, leveraging artificial intelligence (AI) and automation across all aspects of project management.

“ We believe it is necessary to collect data in a systematic manner before standardizing the entire R&D process and data standards.

- Zhou Ning, R&D Director, Qinhai Food

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Brand reputation is often undermined when the basics are not done right, such as a complicated process, redundant communication and data errors. With Centric PLM™, we can lay a solid data foundation for our products and better support brand building.

- Feng Deyue, Food Safety Director,  
Guangzhou Restaurant Group



## PROCESS OPTIMIZATION IN FOOD: LEVERAGE AI AND AUTOMATION

Rethink process management as 'project automation' by leveraging artificial intelligence (AI) to expedite and harmonize tasks. Task parallelization and streamlined, built-in workflows are game-changers.

**Track and track *everything*.** Automate changes in data and documentation for product formulation, ingredients, packaging, supplier data, claims, certificates, contracts, and more.

Within your workback schedules, everyone's tasks, timelines, and responsibilities are set with task alerts, hand-off notifications, and status updates, all viewable in work breakdown structure dashboards. This empowers teams to be more productive and accountable too.

Beyond workflow automation, project management should tie product development data directly to executable tasks and the teams that perform them.



## DEVELOPING NEW FOOD PRODUCTS FOR A CHANGING MARKETPLACE

Consumers change their minds frequently about what they want to eat and drink, how they want those products to look, taste and affect the planet. To meet consumer trends and demands, new food and beverage products are continually invented, along with trend-driven changes to ingredients and packaging of your, and existing products adapted at an ever-increasing pace.. Innovation ripples down from R&D to sourcing, product design and to ever-faster time to market.

Examples of how automation/AI within your project management system can help include:



Smart searches on past recipe trials, or similar raw ingredients, to acceleration of food product development tasks.



Automation of mass actions, such as substitutions in raw materials in food processing. (Replacing ingredients, driven by crop failures, shipping blockades and other events, can be a health hazard. Your teams must undertake R&D and update allergens from packing to shelf.)

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We specifically looked for a solution to automate manual work and to meet the demands of operating in 110 markets.... with Centric PLM's 'single source of truth,' we can streamline notifications and changes in formulation, recipes and regulations across markets to ensure regulatory compliance and launch new product variations more quickly.

- Maaïke Renssen-Alberts,  
Project Manager, Aviko



## ALL EYES ON A SINGLE, ACTIONABLE SOURCE OF TRUTH

Once you have your foundation of standardized data, and have automated your processes and functionalities, what is described as a 'single source of truth' is where the magic of empowering your people begins.

The source of truth is one online location that houses all project status updates, schedules, requirements, documentation, lines, project objects, and more. With a transparent project management system:

- ✓ **Managers can easily time-track, plan capacity, schedule and prioritize**
- ✓ **No deadlines or selling opportunities are missed**
- ✓ **Overspending on R&D is avoided, since last-minute sampling and source is no longer an issue**
- ✓ **Executives can make optimal decisions based on accurate, real-time information**

Employees, external teams and vendors are given real-time access to the information they need, when they need it, at every stage of a project. Transparency is enhanced with powerful visual management tools that enable faster decision making for better planning, management and execution of products.

But visibility isn't necessarily all that's needed to empower users in their everyday work to drive innovation. Communication and collaboration are also key to highly productive functional teams.





## TAKE THE LABOR OUT OF COLLABORATION

You recruit and nurture the best talent in your knowledge workers; maximizing their productivity is always an important objective. To this end, collaboration and effective communication is key.

Collaboration gets tossed around a lot these days as a buzzword; it's something that everyone claims to do. But truly effective collaboration is anything but easy or common, despite our global online landscape (or maybe because of it).

Workers today are bombarded with too many ways to communicate: emails, chat, texts, intranet, and various external platforms. The pings and flags distract us on mobile devices and desktop computers all day, everyday - and who hasn't wasted time hunting for the information they need by having to visit multiple communication vehicles!

Centric PLM has addressed this barrier to productivity in its project management within PLM with centralized messaging. Realtime chat collaboration is built into Centric, or via integration with platforms such as Slack and MS-Teams, platforms that teams already know and use.. This feature applies to internal collaboration with other users, domestically and internationally, and well as external collaboration with co-manufacturers, artwork design agencies, raw material vendors and others.

“Centric PLM... helps us leverage talent, increase productivity, and makes work easier for our teams — ultimately resulting in increased margins.

- Enrico Clerici, Digital Transformation Director, Montenegro





## CRISES AVERTED. PRODUCTIVITY GAINED.

The quick-change food and beverage world is crowded with unexpected obstacles, current and emerging competitors, and ongoing regulatory challenges. It is also an exciting industry flavored with reinvention and expansion opportunities. (Expansion, of course, means you need a scalable solution in your PLM.)

Taking it to the next level means getting the basics right (starting with your data), automating and streamlining your processes, and connecting your people via centralized messaging. You can make sure you have all your ducks (or tofu) in a row.

When all these elements come together, it's a powerful way to become the food or beverage company you always envisioned - which includes getting to market faster than your competitors.

Project management, fully integrated within PLM, is how you'll get there.

“ We are confident that the platform will elevate our technical requirements and project management to the next level, while also providing the scalability needed to support our continued growth.

- Christy Sink, Head of R&D, SPC



## CONTACT US



From its headquarters in Silicon Valley, Centric Software provides the market-leading AI-enabled Product Lifecycle Management platform for cosmetic and personal care manufacturers, brands and multi-category retailers. As experts in all fast-moving consumer goods, Centric Software delivers best-of-breed solutions to design, develop, source, buy, make, package, assort and sell products. Centric solutions optimize the product portfolio, harmonize product offers and streamline product development by speeding time to market and innovation while enhancing quality control and ensuring regulatory compliance.

Centric PLM™ features integrated industry best practices and innovative, AI-enabled capabilities tailored specifically for cosmetic and personal care manufacturers and retailers. Seamlessly manage the overall product lifecycle, from initial concept and formula development to packaging, quality, supplier collaboration, labeling, production, SKU rationalization and beyond. Results include up to a 50% improvement in productivity and a 60% decrease in time to Market.

Centric Visual Boards™ are a visually oriented top-down/bottom-up product portfolio optimization tool. Real-time data and imagery from multiple business systems are brought into a singular accessible workspace, creating a new, visual way of working for all teams to ensure robust, curated global/regional product offers, dramatically decreasing assortment development cycle time.

**LEARN MORE**



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