



3DEXPERIENCE®

CONSUMER PACKAGED GOODS & RETAIL

PERFECT FORMULATION

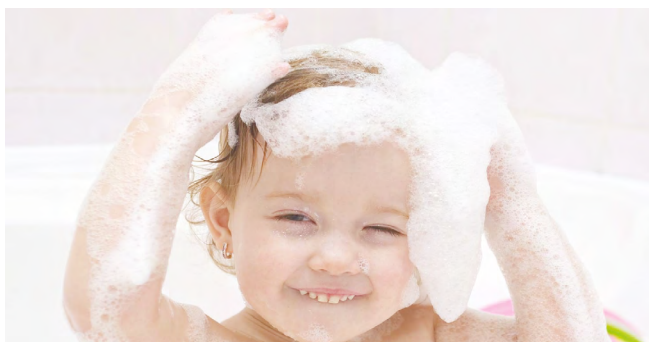
The Fastest Path to Formula Optimization and Compliance



WHAT IS THE #1 DRIVER TO WIN CONSUMER LOYALTY?

Winning the loyalty of a consumer and driving product repurchase depends on delivering trusted and high-quality product performance. When the product meets or exceeds expectations, the brand has the opportunity to increase usage and repurchase rates, and drive advocacy among targeted consumers.

Perfect Formulation Industry Solution Experience, powered by Dassault Systèmes **3DEXPERIENCE®** platform, enables beauty, healthcare and household product brand and contract manufacturers to efficiently manage, in a holistic and collaborative way, the product's cost, regulatory and quality parameters as key drivers for business success.



INTRODUCING PERFECT FORMULATION

Monitor raw materials and formulas for REGULATORY COMPLIANCE

Very often today, even in the context of market globalization and product success replication, managing regulatory compliance is a highly manual process—collecting status reviews, discovering changes late in the process, and making decisions on the right materials to be used.

Perfect Formulation provides a holistic regulatory management solution that constantly evaluates product formulas for material compliance, and alerts the user in real time about any potential regulatory violations before the formula is made and money spent. It provides real-time guidance into global and local regulatory requirements.

Manage strategic information early for COST SAVINGS

Perfect Formulation can define and manage multiple product specifications including formulations, raw materials, and processing instructions. This ensures “a single version of the truth” shared across the value chain for product data. As a result, companies can bring products to market faster while maximizing re-use of information that reduces formulation costs.

In addition, **Perfect Formulation** supports master and site recipes development and manages multi-plant cost optimization by leveraging raw materials availability in different plants around the world at the lowest cost.

Connect all stakeholders to significantly REDUCE TIME TO MARKET

Today, marketing, R&D, legal, regulatory, purchasing, and manufacturing teams work through iteration process loops and do not share the same level of product information. Work is redone due to lack of knowledge sharing. This can cause product launch delay or failure.

Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.

Perfect Formulation delivers advanced resource planning, flexibility, and templates, enabling companies to easily automate resource planning activities and institutionalize best practices for various formula project types. The collaborative project management capabilities help to dramatically increase productivity in the creation of a new formula. Real-time information about projects and programs update automatically through direct links to tasks, regulatory documents, product deliverables, and marketing requirements.

Fulfill the promise of a delightful CONSUMER EXPERIENCE

A product’s packaging claims may encourage a shopper to purchase the product with an expectation that the product delivers on what it promises. By driving consumer satisfaction high enough with a formula that performs, delighted consumers will return to repurchase the product.

Perfect Formulation provides R&D organizations from brand and contract manufacturers a robust and agile formula design and management solution that manages powerful ingredient-level calculations. It also helps efficiently capture complaints and issues related to the product. This enables quick decision making for appropriate investigation, reporting assessment, root cause analysis, corrective action, and regulatory reporting.

KEY BENEFITS

- **Virtually eliminate product recalls** related to formulation noncompliance
- **Reduce sourcing costs by up to 30 percent** by driving a “design for cost” sourcing strategy
- **Reduce time-to-develop by up to 20 percent** by enabling people, processes, and systems to collaborate through the same business platform
- **Improve consumer loyalty** by delivering the product promise for higher consumer satisfaction

Learn more about **Perfect Formulation** at www.3ds.com/perfect-formulation

