

THE FUTURE IS IN THE DETAILS

**Accelerating New Product Development In An Increasingly
Complex World**

Paul Bradley, Senior Director Product Marketing, TraceGains

SURVEY SAYS...



LINE GOES UP: Product development is accelerating

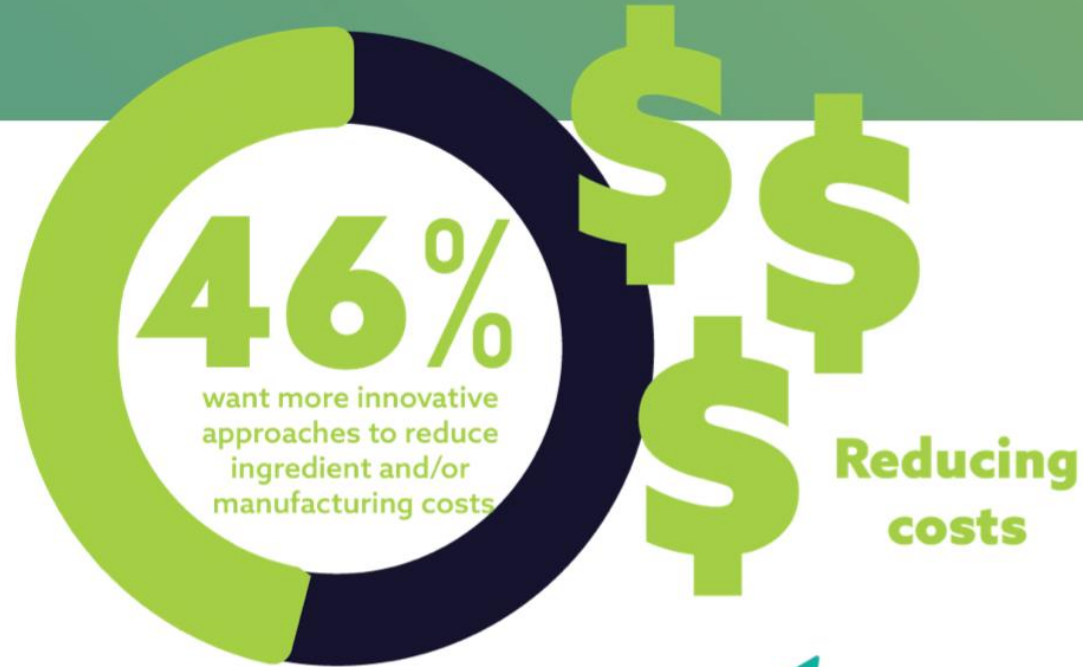
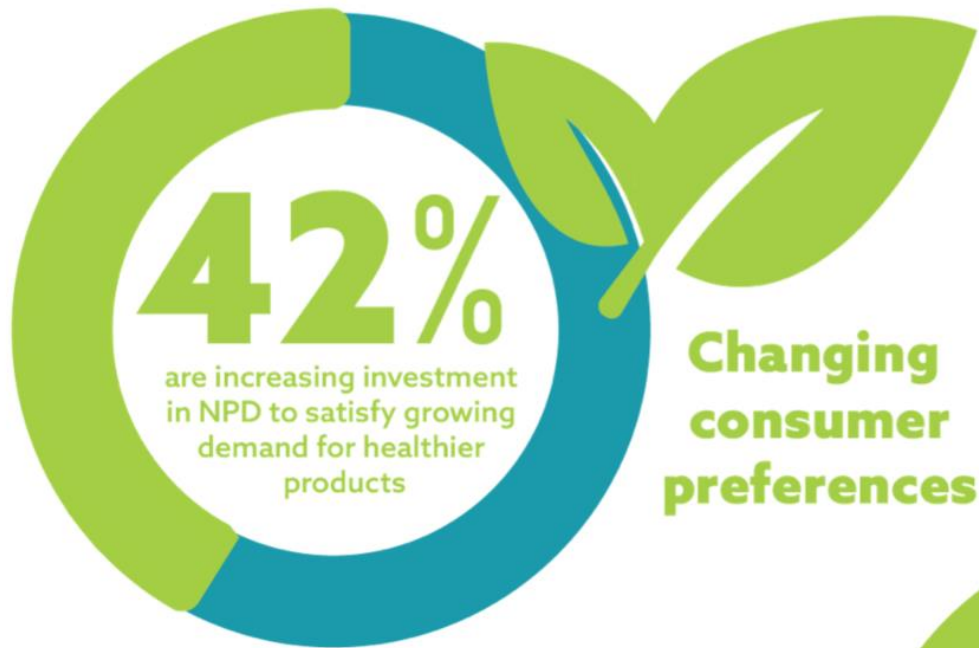
A BOOST IN NEW **PRODUCT** DEVELOPMENT

76% of brands plan to invest more in NPD this year.
(That's a 12% increase from 2023.)

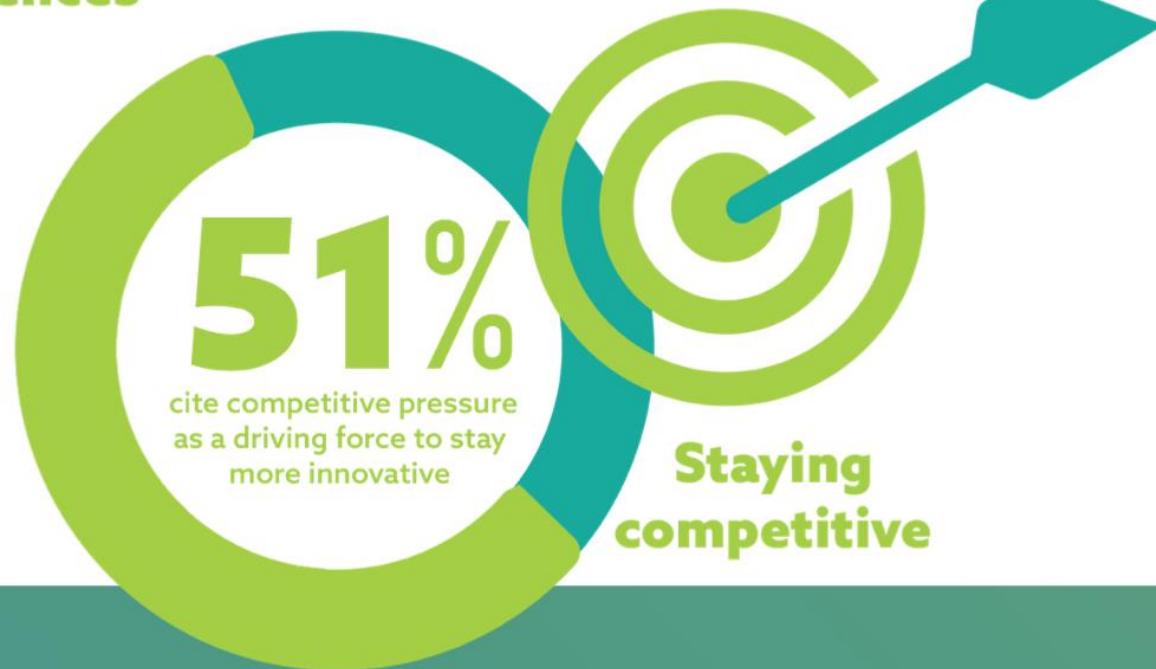
60%
of brands think healthy, "better for you" formulations have the most potential to drive industry change this year.

36%
of brands are testing the waters with AI in their NPD efforts.

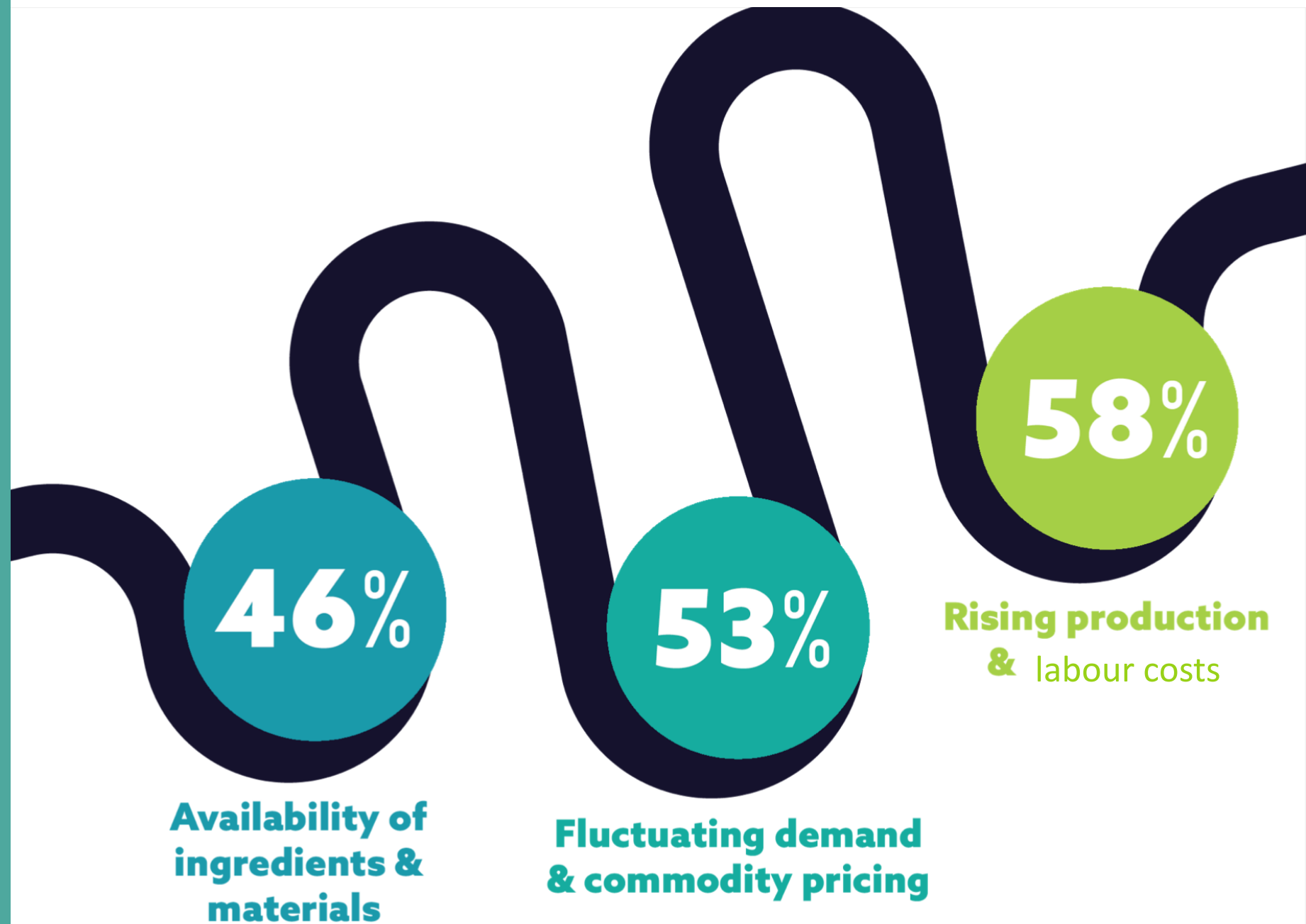




BIG DRIVERS?



**Hurdles to Innovation:
Supply chain, costs, also costs. And costs.**





ESG

Lots of drivers,
but are we
there yet?

We're using more sustainable ingredients in product formulations.

43%

We're working to use (or create) more sustainable packaging.

42%

We're trying to lower our carbon footprint.

36%

We're working on greater supply chain traceability.

44%

Corporate governance & ethics.

22%

Better understanding of partners' operations.

37%

Ensuring ethically produced materials.

32%

Other.

6%



OUR TAKEAWAYS:

- Increasing **demands** on R&D teams.
- Increasingly **complex inputs** to the development process.
- More nuanced definition of a “successful” **product output**.
- Also, please do everything **on the cheap**.



THREE BIG CHALLENGES



1. THE NEED FOR MORE EFFICIENT & EFFECTIVE SUPPLY NETWORKS

- **Need for speed in sourcing.**
- **MUCH** greater demands for global traceability and transparency.
- **Cost, cost, cost, cost, cost, cost, cost...**



2. DEALING WITH DISPERSED DATA

- No one system contains all needed information.
- Data from different sources need to be normalised, rationalised.
- Information is only useful at the point of need.

3. REALITY IS EXPENSIVE

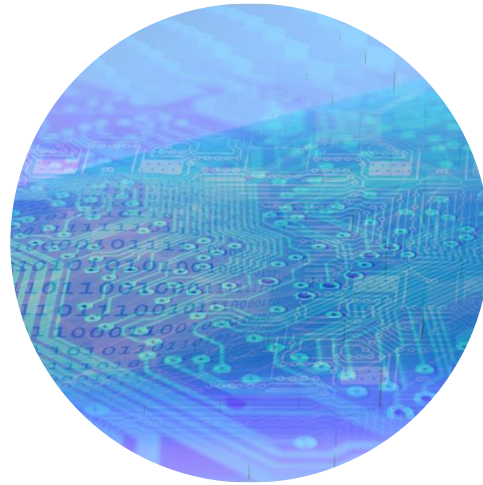
- **Speed and cost factors put pressure on physical testing.**
- **The quest for sample material...enough said.**



DIGITAL CAPABILITIES



**SUPPLIER
NETWORKS**



**DATA
AGGREGATION**



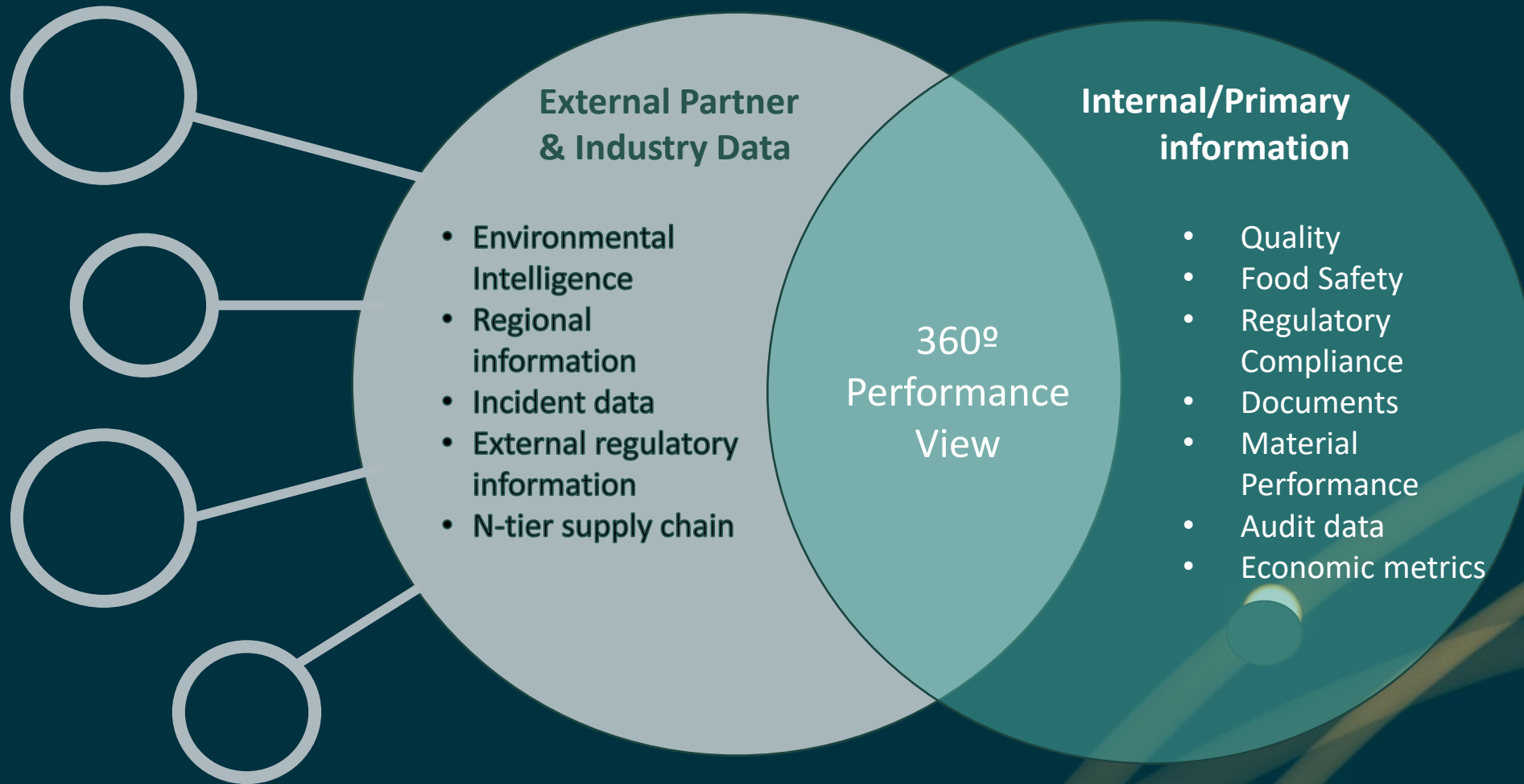
DIGITAL SIMULATION

SUPPLIER NETWORKS: THE DIGITAL ROLE

- **Effective & standard information exchange.**
- **Networks incentivise good actors & transparency.**
- **Faster sourcing, lower overhead.**



THE DISPERSED DATA CHALLENGE



DATA AGGREGATION: PLATFORMS + POINT SOLUTIONS

S U S T A I N E D  

**Ditch
carbon**

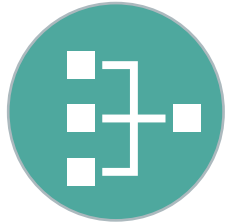
SGS DIGICOMPLY



HowGood

LiveEC

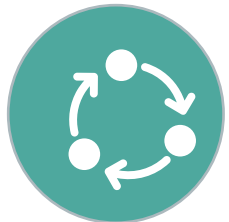
Sedex



Global complexity demands specialisation.



Sustainability boffins know their stuff.



Humans make lousy middleware.



DISPERSED DATA: THE DIGITAL ROLE

- **Collection of information from multiple sources.**
- **Normalisation, standard taxonomy.**
- **Connecting all the bits.**



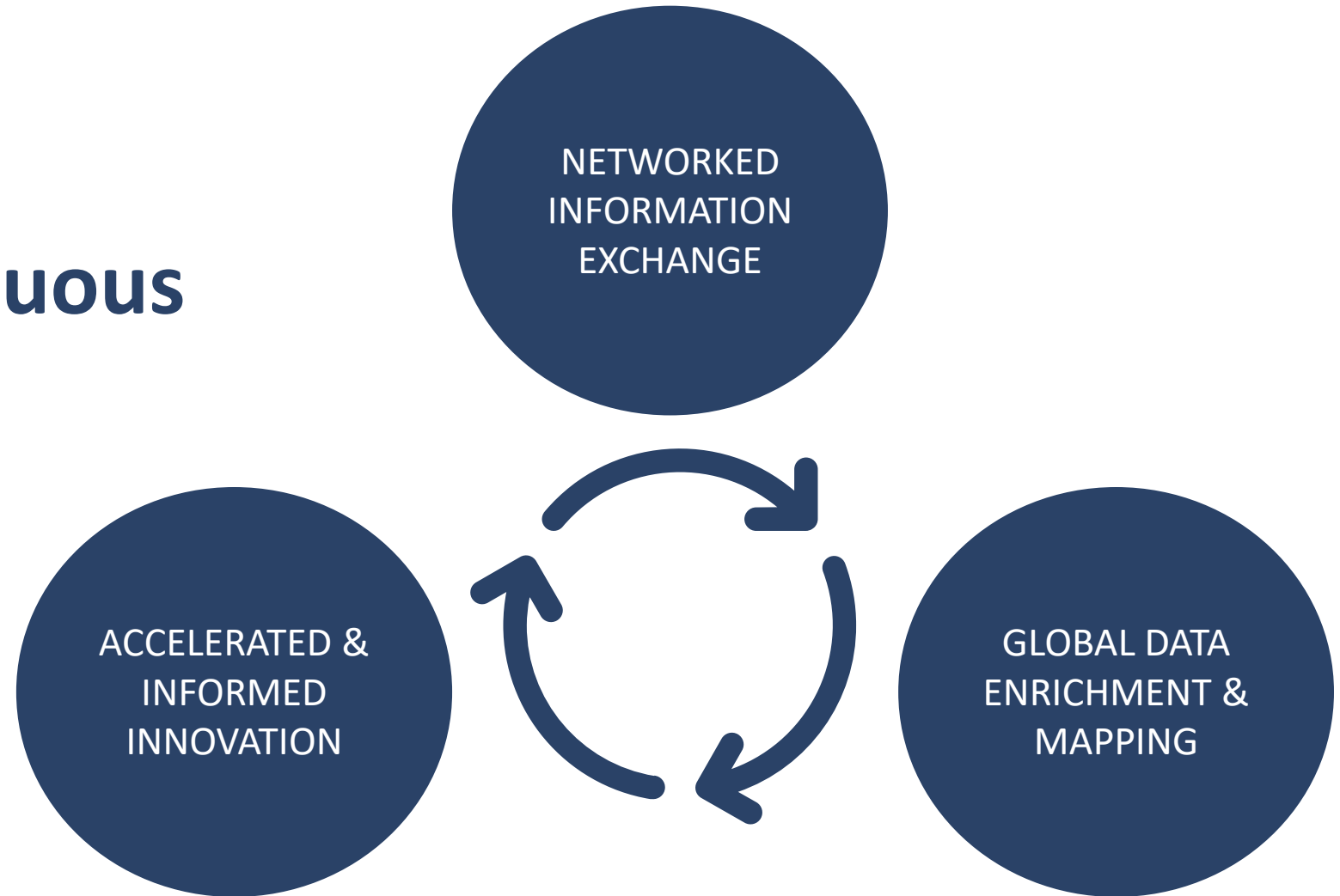
SIMULATION: THE DIGITAL ROLE

- **Nutritional calculation (where applicable).**
- **Digital vs. physical iterations.**
- **Efficiency on the bench, higher-fidelity specs.**
- **Global impact.**



IN SUMMARY...

Creation of a virtuous digital cycle.



A FINAL THOUGHT ON GOING DIGITAL

“The Journey is the destination”





TRACEGAINS

The **global ecosystem** built on networked ingredient data

78K+

Supplier Locations

525K+

Items & Ingredients

161+

Supplier Countries

8.5M+

Supplier, Item & Ingredient Documents

55

Countries with TraceGains Customer Sites



THANK YOU! ANY QUESTIONS?

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