How Digital Transformation Accelerates New Product Development
How Digital Transformation Accelerates Product Development
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Mike Fortescue
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John Ryan
Chief Operating Officer
## McKinsey Group Study

### Packaged food, US, 2013-17

<table>
<thead>
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<th>Brands / major new products launched - 2013</th>
<th>Brands still alive - 2017</th>
<th>4-year survival rate&lt;sup&gt;1&lt;/sup&gt;</th>
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¹Based on the number of brands launched and still alive.
NPD Challenge: Everything Slows Down Outside Your Four Walls

In the global supply chain, 80% of your data lives with your business partners.
Vision: Source global ingredients, locally
Mission 1: Be an Innovative Leader
Mission 2: Deliver Beyond Expectation
Mission 3: Operate to Meet the Highest Standards
How has digitalization transformed your food supply chain partnerships?
Demand for CBD/Hemp related products
AN INNOVATIVE, GLOBAL PRODUCTION PLATFORM
+
COLLABORATIVE, CLOUDBASED NETWORK
=
Tactful and meaning vetting process & informed buying decisions

Customer “X”
NPD Challenge: Everything Slows Down Outside Your Four Walls

In the global supply chain, 80% of your data lives with your business partners.

Accelerate NPD by 25% with an automated network.
QUESTIONS?

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