



Accolade for Consumer Goods

Rapidly Launch Successful Products Aligned with Strategic Direction

With Sopheon's Accolade you can:

- Connect cross-functional teams and enable innovation with strategic insights to quickly deliver winning products
- Align short- and long-term product development with strategic priorities
- Seamlessly advance ideas through development to commercialization
- Optimize portfolios by determining the best combination of programs, products and projects to meet business goals

In the midst of globalization, M&A activity, declining growth and demanding consumers, established consumer goods leaders are being forced to adapt to compete with new, nimble competitors.

Successful organizations are able to quickly pivot strategic direction and supporting operational activities at-will to respond to hyper-change. They are transforming processes to bring more transparency to data, investments and portfolios. Without this visibility, executives don't have the reliable information they need to make informed decisions and steer the company in the right direction.

That's where Accolade® comes in.

Hit Strategic Growth Targets

Many organizations fall short of strategic growth goals. One common cause is a gap between strategy and the day-to-day activities of R&D and innovation teams. Connecting top-down strategies with bottom-up initiatives ensures both short- and long-term product development activities are aligned with corporate priorities.

With Accolade you can:

- Turn innovation planning into a "living" process responsive to change
- Create clear linkages and identify misalignments between strategies, objectives and initiatives
- Dynamically analyze the impact of in-flight and planned projects on revenues, market share and key portfolio metrics

Dynamic Portfolios Enable Transformation

Small, agile start-ups are winning market share. Larger organizations can be slow to react to change, resulting in wasted resources spent on the wrong products or “slow to market” projects that miss critical profit windows.

Let Accolade automate the management of complex relationships between business units, portfolio structures, data sources and metrics. Quickly restructure your entire data model to mirror updated operational procedures and respond swiftly to change.

With Accolade you can:

- Adapt portfolio and resource plans to meet new market demands
- Monitor your portfolio from a strategic and operational standpoint
- Dramatically reduce the effort required to create and manage portfolio data, with automated alerts flagging users of project conflicts

Enhance Resource Planning

Decisions made on allocating finite resources directly impacts which projects are driven through product development. Lack of visibility across products at different stages commonly results in unbalanced portfolios. For instance, too few high-value or strategically important projects, unknown resource requirements and too many projects stretching resources thin.

Gain a clear line of sight through the different layers of your business to determine how your portfolio contributes to the overall strategy. Roll up revenue, cost and other metrics to provide a comprehensive financial picture for sound decision making.

Only
10%
of organizations
are successful at
implementing all of their
strategic objectives¹



With Accolade you can:

- Centralize visibility into how human, physical and financial resources are deployed with configurable dashboards
- Generate “what-if” scenarios, see resource waterlines and suggested investment scenarios, and assess alternative plans; then, dynamically adjust allocations to focus on high-priority initiatives
- Align short- and long-term product development with strategic priorities and financial targets

Sopheon named
“Best in Category”
for New Product
Development and
Introduction by CGT
Magazine readers²



Decrease Time to Market

A single, automated system to manage innovation, R&D and new product development (NPD) introduces efficiencies and simplifies cross-functional planning and decision making. This brings clarity to trade-offs and results in faster time to market.

With Accolade you can:

- Define and adopt best-practice innovation processes
- Improve collaboration and efficiencies across global teams
- Avoid bottlenecks and delays with decision making on-the-go via mobile app

Consistently Launch Successful Innovations

Many organizations struggle with disorganized innovation processes and ideas getting “stuck,” never reaching development. Stage-Gate®, Phase Gate and other gated processes have become the standard to efficiently bring ideas to market. Accolade is certified Stage-Gate® Ready in all five categories – Idea-to-Launch Management, Portfolio Management, Idea Management, Innovation Strategy and Innovation Team Agility.

With Accolade you can:

- Automate proven best-practice methods for generating, organizing and evaluating winning products
- Incorporate iterative Agile-like activities into gated processes without compromising governance
- Seamlessly advance ideas through development to commercialization

Streamline Data Collection, Deliverable Creation and Approval

Speed is critical, not only in how quickly you can introduce products but also in the way you make decisions. Beat the competition by connecting cross-functional teams that can innovate with strategic insights across organization barriers and data silos.

With Accolade you can:

- Secure input from cross-functional team members in record time
- Leverage deep two-way Accolade integration with Microsoft® Excel®, Word and PowerPoint® so teams can work in their applications of choice
- Ensure traceability and accountability for critical documents in compliance with government and industry regulations, including GDPR

Only
51% 
of new products
meet profit objectives³



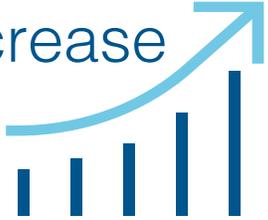
Develop Bigger, Better Ideas and Turn Them into Great Products

Many new products don't meet profit objectives due to poor product differentiation, inadequate market analysis, too many low-value ideas, projects advancing due to internal politics and sluggish responses to market shifts.

With Accolade you can:

- Ensure ideation efforts are aligned with market, technology and corporate growth strategies
- Form innovation communities that enable knowledge discovery
- Develop impactful ideas into breakthrough innovations

Sopheon customers report 10-20% efficiency improvements and up to

75% increase 
in portfolio value

Measure and Analyze Information with Ease and Efficiency

With functional teams using different business systems, measurement and analysis can be excruciatingly complex and time consuming. Without a system to harvest data from disparate sources and roll up metrics across business units, programs and portfolios into integrated views, it is difficult to analyze outputs. This can result in poor decisions and even poorer outcomes.

With Accolade you can:

- Synthesize data from ERP, PLM, CRM and supply chain systems for optimal decisions based on real-time, trusted data
- Transform data into insights and actionable events
- See issues and proactively respond to them

Don't Just Survive... THRIVE

It's time to consolidate the number of tools your organization is using and bring transparency to information, processes and your global portfolio. A communal space for knowledge sharing increases collaboration and the ability to reuse existing know-how and technology.

An end-to-end, decision-support software platform like Sopheon's Accolade simplifies and automates your processes while boosting productivity. It ensures you're investing in projects that support corporate strategy. Leaders gain visibility to help them make informed decisions based on trusted data generated by the daily work of team members.

Why Partner with Sopheon?

Sopheon's legacy is rooted in innovation management and our corporate mission has never wavered from helping customers achieve long-term growth and profitability through sustainable innovation.

For over 15 years, Fortune 500 and world leaders like **PepsiCo, P&G, Land O'Lakes, Conagra Brands, Beiersdorf, Electrolux, Tetra Pak, Hormel Foods, Honeywell** and many others have put their trust in partnership with Sopheon as they navigate threats and opportunities. Sopheon helps companies manage more than \$25 billion in innovation investments.

The longevity of working with these organizations has provided an unparalleled accumulation of best practices and experience that distinguishes our people, process and technology. The combination of software, proven best practices and deep domain knowledge resonates with global leaders as they turn to Sopheon for partnership.

Break down barriers, reduce complexity and eliminate ambiguities for faster, more informed decision-making. Be more effective and achieve your growth goals by investing in a partnership with Sopheon.

Contact us today.

Sources ¹The Economist Intelligence Unit, Closing the Gap: Designing and Delivering a Strategy that Works, 2017
²Consumer Goods Technology Readers' Choice Survey, 2018: NPDI/PLM
³Sopheon/Consumer Goods Technology Research, 2015



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