

CAN YOU TURN ON A DIME?

Transforming the CG Enterprise with Digitalized Innovation

25% of the world's economy will be digital by 2020.¹

17% of CG companies have initiated DX for the R&D business function.²

CG companies can achieve **75-85% success** in new products hitting expected business.⁶

61% of companies say the solution to reaching strategic goals is more collaboration across functions, paired with faster decision-making.⁵

50% of companies rate technology partners as their most important innovation collaborators.³

TRANSFORMING THE CG ENTERPRISE WITH DIGITALIZED INNOVATION

GROWTH SUCCESS VIA DX

HOW TO PIVOT THE ORGANIZATION

END-TO-END AND KEY TECH POINTS

TRENDS AND PRESSURES DRIVING THE NEED FOR DX INNOVATION

34% of CG companies said New Product Development is a priority for DX.²

New products will drive increasingly higher levels of industry growth; smaller manufacturers will steal 10 - 15 share points from traditional brands in next 5 years.⁴

54% of companies struggle to align innovation and business strategy.³

MARKET DISRUPTORS²

(New emerging technology considered critical for DX):

- 24%** IoT tools
- 41%** AI/Machine-learning tools
- 17%** Robotics
- 14%** Augmented Reality/VR tools

THE RIGHT END-TO-END SOLUTION CAN HELP:

- ✓ Collaboration with fewer silos
- ✓ Access to shared data for actionable insights
- ✓ Communication (globally and during M&As)
- ✓ Visibility, agility & speed to outsmart competition

KEY TECHNOLOGY INCLUDES

Innovation frameworks
Scorecards
Dashboards
Portfolio management
Idea and concept portal

SOURCES: 1. Accenture's Digital Economic Value Index, 2016 2. CGT 3. PwC's Innovation Benchmark Study 2017 4. IDC 5. PwC Strategy&, Dealing with Market Disruption, 2016 6. <https://www.sopheon.com/innovation-project-management/>



Your Partner for Innovation Performance™

Sopheon partners with customers to provide complete Enterprise Innovation Management solutions including patented software, expertise, and best practices to achieve exceptional long-term revenue growth and profitability.

Sopheon's Accolade® solution provides unique, fully-integrated coverage for the entire innovation management and new product development lifecycle, including strategic innovation planning, roadmapping, idea and concept development, process and project management, portfolio management and resource planning.



CONSUMER GOODS TECHNOLOGY