

Product Lifecycle Management (PLM) Process Optimization and Roadmap

The client develops, manufactures, and markets high-quality nutritional, personal care, and weight management products that are sold directly to customers and associates in more than 20 countries around the world.

Founded on science, quality, and a mission of helping people live healthy, more rewarding lives, the client has become an international industry leader in health and wellness. Over time, the client's pace of new product innovation and time to market has significantly slowed, resulting in missed market opportunities to serve customers and adversely impacting their financial performance trajectory. The client was seeking to transform its product development lifecycle and significantly reduce the time to develop and commercialize new products.

The client engaged Clarkston's product lifecycle management (PLM) experts to assess the product development strategy, organization, processes, and technology to identify improvement recommendations and develop a clear path to transform the product development cycle time.

Consumer Products Case Study

PROJECT OVERVIEW

INDUSTRY:



Consumer Products,
Health & Wellness

PRODUCTS AND SERVICES:



Nutritionals and Personal Care

PRIMARY OBJECTIVES:

- Analysis of current state challenges and opportunities
- Robust set of prioritized, future-state recommendations
- Implementation roadmap and timeline
- Document change impact analysis

RESOLUTION:

- Conducted an end-to-end review of the product development and change order processes, including process documentation, data, organizational structures, strategy content, etc.
- Conducted over 50 stakeholder interviews
- Facilitated 10+ process deep dives and optimization sessions
- Assessed critical pain points and time-intensive processes and system intersections
- Evaluated organization, process, data, and system usage for optimal efficiency and value
- Identified and analyzed 35 challenge themes
- Developed and prioritized ~70 discrete recommendations
- Designed future state for five key product development processes, resulting in 50-70%+ reduction in steps, touches, and duration from current state processes
- Developed implementation roadmaps for eight workstreams with 23 unique initiatives and 17 quick wins
- Identified and assessed 20+ change impacts

KEY BENEFITS:

- Prioritized recommendations aligned to best practices to provide significant improvement in end-to-end process efficiency
- Established clear path to implementation, including workstreams structure, detailed initiatives, timelines, and sequencing
- Gained an understanding of the major change impacts and organizational change required, including prioritization and rationale
- Defined future-state process maps, including roles, steps, and technology for five key processes, reducing overall duration by 50-70%+
- Aligned executive and leadership team around a clear future vision and guiding principles for product development



KPIs

- **35 prioritized challenge themes**
- **~70 discrete recommendations**
- **8 workstreams and 23 unique initiatives with 17 quick wins**
- **50-70%+ process efficiency improvement for 5 key product development processes**

"Clarkston has been an incredible partner. We had specific requirements for the Clarkston team to deliver, and they have overdelivered with a comprehensive review of our processes and culture with great details on what we needed to change."

- Chief Operating Officer

"Clarkston not only came into our organization and accurately assessed our challenges and provided on-point recommendations, but they also took the time to mentor the teams they worked with. By taking this time, we're stronger as an organization and leadership team. We're ready to be a more successful organization as we implement their recommendations to make big impacts throughout our company."

- Executive Director, Project Management

CONTACT US

