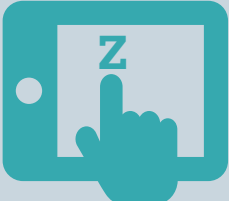
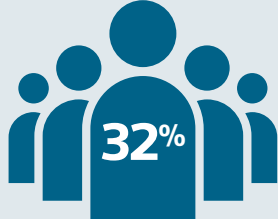




# Driving innovation efficiency in formulated product design

## Digitalization and changing demographics transform CPG

Digital generation	Growing population	Digital retail space	Global competition
GEN Z is more digital than previous generations	GEN Z will comprise 32% of the global population of 7.7 billion in 2019	Retail shelf space is becoming digital, including automated purchase of standard goods	Online shopping is driving the consumer packaged goods (CPG) industry toward fast, value-added innovation
			

(Source: Bloomberg, August 20, 2018)





## Consumer packaged goods and process industry challenges

<p><b>1</b></p> <p>Global markets and supply chains, and increasing regional regulatory compliance</p> 	<p><b>2</b></p> <p>Demand for personalized products, increased variety, high quality</p> 	<p><b>3</b></p> <p>Fast-changing consumer and seasonal demands</p> 	<p><b>4</b></p> <p>Price pressure</p> 
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## Ensuring competitiveness by improving processes

<p><b>Reducing time-to-market</b></p> <p>Shorter innovation cycles More complex products Broader product portfolios</p> 	<p><b>Enhancing flexibility</b></p> <p>Increased product variety Small campaigns Seasonal demand</p> 	<p><b>Increasing quality</b></p> <p>Closed-loop quality processes Traceability and full process transparency</p> 	<p><b>Increasing efficiency</b></p> <p>Use digital twin to simulate product performance Optimize resource and material consumption Provide single point of reference</p> 
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## Leverage Siemens Digital Industries Software to develop new products faster

<p><b>Lower costs</b></p> <p>Lower costs for collaboration, process optimization and quality testing</p> 	<p><b>Reduce complexity</b></p> <p>Increase flexibility, transparency and control with reduced complexity</p> 	<p><b>Avoid recalls</b></p> <p>Adhere to regulatory compliance and avoid recalls</p> 	<p><b>Achieve consistency</b></p> <p>Achieve product data consistency across research and development (R&amp;D) and manufacturing</p> 
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To learn more about how you can drive innovation efficiency in formulated product design, please go to:  
<https://www.plm.automation.siemens.com/global/en/products/manufacturing-operations-center/simatic-it-r-d-suite.html>