

# Industry Use Case Series



**ProductDossier®**  
Project Management First

## TouchBase™ FMCG

We Build  
**Project Management Culture\***  
for your Enterprise.

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\*A set of norms, values and behaviors exhibited by a project. organization, manifested in project management systems, processes, methodologies, and mindset of people. directly or indirectly involved and / or influencing the project

# Business Challenges

## Evaluating New Product Ideas

- Companies must launch the right products swiftly to maintain market domination and stay ahead of the competition.
- Product idea generation often lacks a consistent approach – mostly done on Word, Excel, Emails.
- Product evaluation lacks a comprehensive commercial, technical, manufacturing feasibility and leads to wrong products being pursued.

## Inefficient Funds & Allocation

- Without structured business cases, funding decisions lack conviction.
- Inappropriate funding decisions negatively impacts business financials.
- Organizations lose financial strength to take on competition.

## Siloed Project Management

Complex NPD projects lack an integrated planning and execution by multiple teams involved leads to ineffective –

- Scheduling
- Resource allocation & utilization
- Risks & issues management
- Costs management

Lack of a focused approach to measure plans vs. actuals creates project chaos!

## Documentation Traceability

Lack of a comprehensive, templated, well-structured, version controlled, and digitized NPD documentation leads to –

- Duplicated documentation efforts
- Inaccurate documentation
- Delayed regulatory approvals
- Documentation rework
- Delayed product launch

## Disconnected Project Procurement

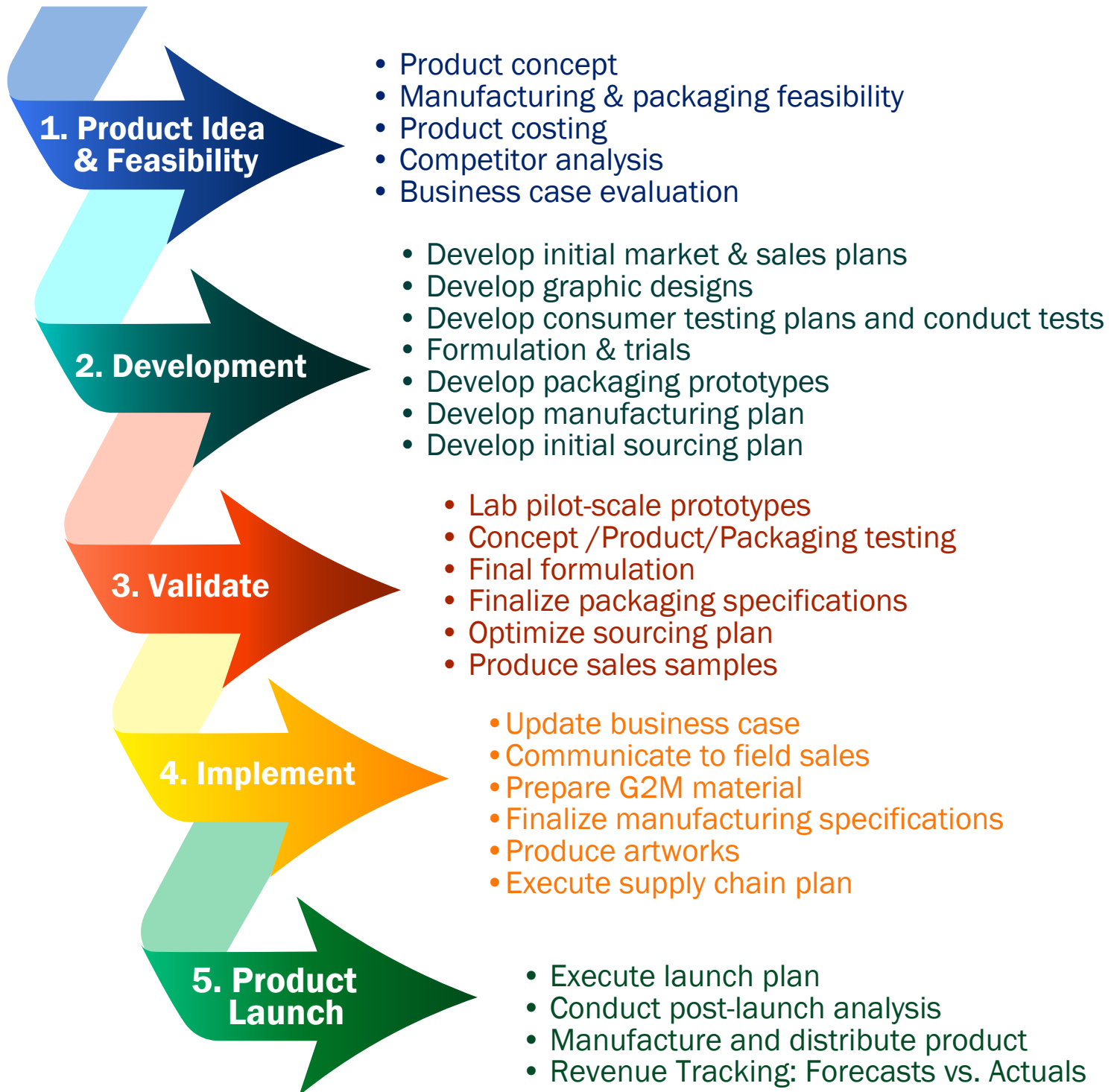
As the biggest challenge on FMCG NPD projects, the procurement process including PR/Supplier Quotes/PO/GRN/Invoices are not streamlined and integrated with the project – gets delayed at every stage. Another challenge is cost control. Both these challenges result in delays and cost escalation.

## Collaboration Across Functions

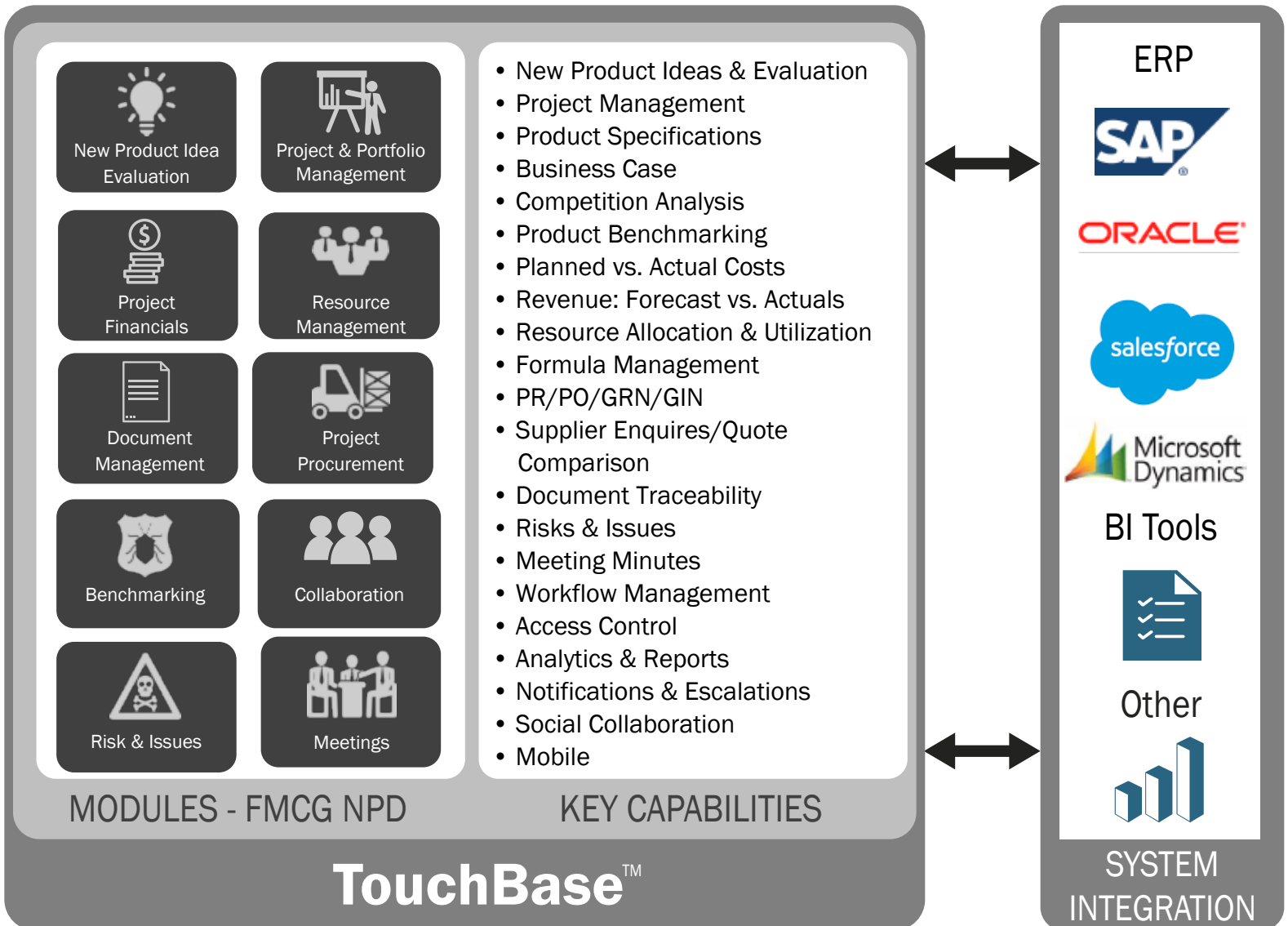
NPD projects involve multiple functions and external vendors. For most FMCG companies, it is a struggle to foster stakeholder engagement and real-time collaboration. Spreadsheets, Documents, and Email add to their woes.

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# A Life Cycle View



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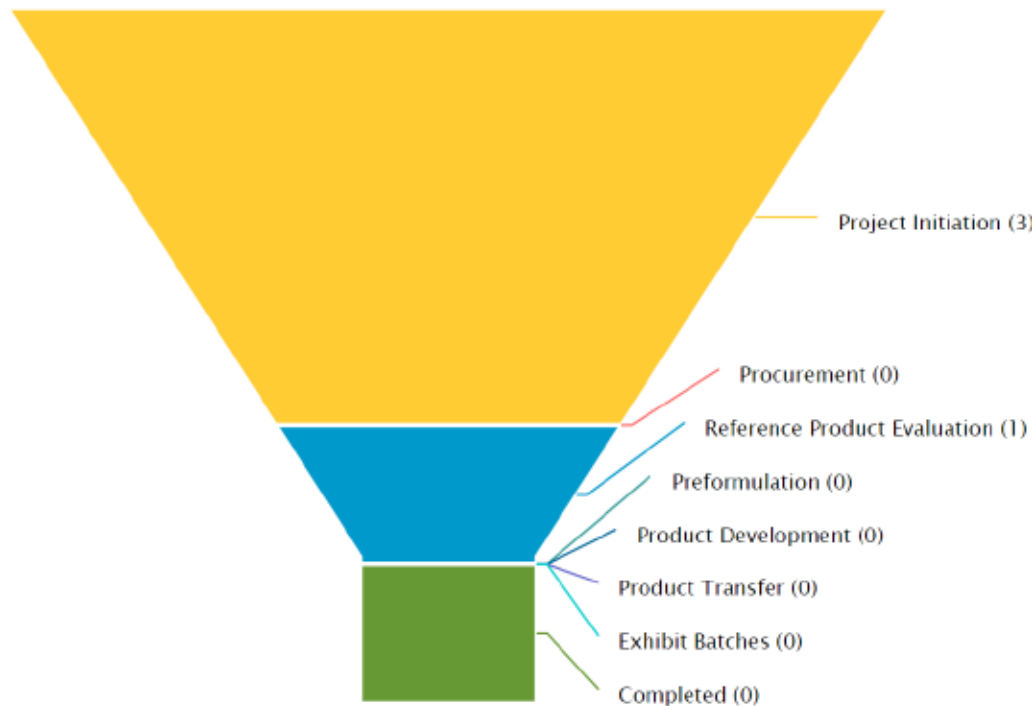


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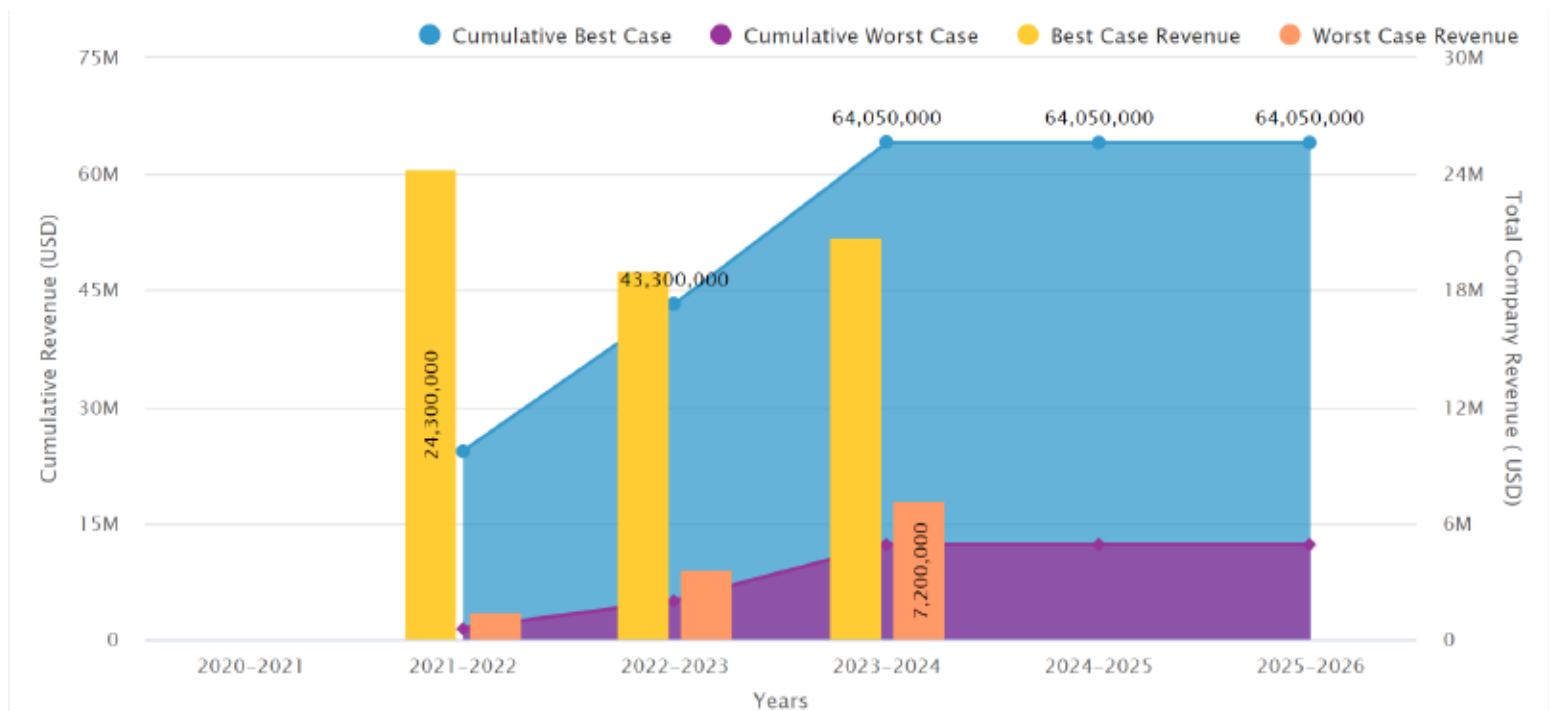
# TouchBase™ Solution

## Analytics - A Sneak Peek

Idea Funnel



Revenue Forecast



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# TouchBase™ Solution

## Differentiations

### End-to-End Solution

Unique capabilities from **New Product Idea to their Project Management** powered by Formula/ BOM Management, Workflow Management, etc. delivers visible customer value at every stage of the business.

### Assured Successful Implementation

Our numerous **past successes empowers our confidence** to engage and drive optimum processes, relevant integration touch points as well as the people change management dimension

### Solution Specific to FMCG Industry

TouchBase is designed incorporate **end-to-end and unique processes for the FMCG industry**. This product design strategy significantly eliminates the need for customization

### State-of-the-Art Technology

Our continual **investment in state-of-the-art technology stack** ensures security, performance, and scalability yet optimizing on your hardware costs.

### Ease of Use Powered by Advanced UI/UX

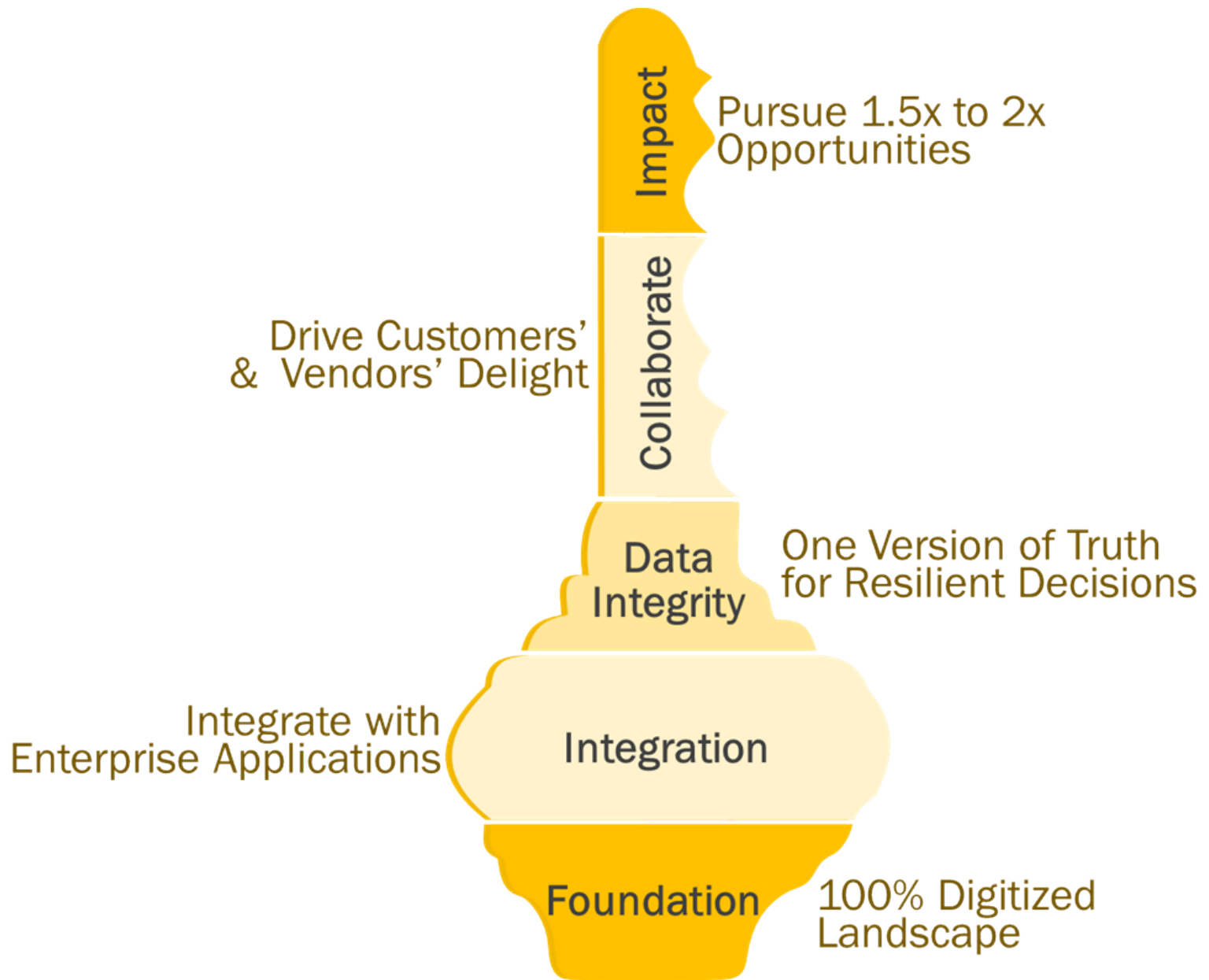
Touchbase design strategy is centered around its users. Product configuration is **driven by superior UI and a great UX** - fosters product adoption by users, thereby accelerating customer value.

### Best Value-to-Cost Ratio

Our solutions are designed to deliver 'business value' at every stage. Coupled with this, the TouchBase Cost Model is designed to optimize your investments and deliver a **Superior Value-to-Cost Ratio!**

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## The Key to your Business Impact



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## Your Trusted Partner



### TouchBase

Clear Product Vision

Technologically  
Advanced

Comprehensive  
Functionalities

Scalable

### Successes

Diverse Industries

50+ Clients

30+ Countries

### Leadership

Customer Value-Centric

Agile in Spirit

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We are ready to build  
project management  
culture for your  
enterprise.  
**Are You?**



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