

The Depth of Documentation in New Product Development

aptean Ready for What's Next, Now



In the fast-paced world of manufacturing, to remain competitive you must meet changing consumer expectations by **engaging in new product development (NPD)**.

84%

of consumers expect innovation from the brands they support

\$6.8 B

in revenue generated by new product pacesetters in 2022

To succeed in NPD, you must understand the foundational role that thorough documentation has in a structured development process and how technology can facilitate it.

This roadmap covers the importance of documentation and how the electronic document management (EDM) features of product lifecycle management (PLM) software help you **generate, track and manage documentation cohesively and efficiently at every stage of the NPD process**.

Conceptualization and Research

As the design team creates the vision for the project, the EDM functionality of PLM software helps your staff:

- » Capture innovative ideas and concepts.
- » Compile market research insights.
- » Complete a detailed product brief.
- » Align NPD projects with overall business strategy.



Design and Planning

By using the documentation features of a PLM solution in the design stage, you'll be able to:

- » Estimate production costs accurately.
- » Clearly define product requirements.
- » Provide assurance of regulatory compliance.
- » Ensure proper quality controls are in place.



Development and Testing

When you document development information digitally with PLM, your teams can more easily:

- » Track recipe iterations and revisions.
- » Align products with industry standards.
- » Record development milestones.
- » Conduct testing and capture results.



Launch and Market Entry

To facilitate a smooth go-to-market, your company can use the EDM tools offered by a PLM system to:

- » Outline marketing strategies and campaigns.
- » Create a clear launch execution plan.
- » Enhance product positioning and messaging.
- » Record initial market response.



Post-Launch

With the digital documentation repository that PLM provides, during the post-launch stage you can:

- » Review customer feedback and adoption rates.
- » Track marketing effectiveness.
- » Plan the remainder of the product lifecycle.
- » Inform future decision-making.



“We see implementing Apteon PLM *Lascom Edition* as an opportunity to forge better practices among our teams regarding data and document management, for instance.”

Yanbal, IT Business Manager



Want to learn more?

Explore our PLM solution for food, beverage, cosmetics and personal care businesses.