



CPG Manufacturing

Agility and efficiency in a fast-paced industry



The consumer packaged goods (CPG) manufacturing business is a thriving, global industry that serves customers ranging from small shops and convenience stores to the megastore chains and warehouse clubs that are increasingly dominating the market. Margins are slim and competition is fierce, and there are hundreds of product categories. To compete, CPG manufacturers must balance a range of tough issues.

If you're like many CPG manufacturers, you see growing demand—and the bulk of your business—coming from just a few large customers. As big customers continue to grow market share, they're in a position to dictate process and technology requirements that require you to adapt.

And the new-product development pressures are mounting. New products have an average failure rate of 50 percent. Those that succeed have to vie for finite shelf space. Consumers have so much choice—and are so fickle—that being able to predict consumer buying trends and being prepared for the next big thing is critical to remaining competitive.

If these challenges weren't enough, CPG manufacturers also have to closely monitor operations to ensure that the slim margins holding up the bottom line don't become even smaller.

To survive and thrive in this fast-moving industry, it's imperative to have a well-integrated business solution that can help you respond to your customers, anticipate consumer trends, and retain tight controls over operations.

Meet retailers' demands

With well-integrated and flexible systems in your organization, you're a long way toward being able to respond quickly and efficiently to retailers' changing demands.

Using technology, you can build solutions that support a Demand Driven Supply Network (DDSN) to help you respond quickly to real-time demand signals from your customers and integrate effectively with your global suppliers.

By integrating RFID and other technologies with your internal systems you can meet large retailer demands and open visibility to your supply chain. These solutions, integrated into your manufacturing and financial applications, can help you more closely monitor the flow of products to your customers, which in turn helps build satisfaction and loyalty.

And when your customers demand new processes or specifications, you can receive and respond to the request quickly and efficiently, whether it's creating new supply chain expectations, modifying delivery schedules, or creating new packaging. These highly flexible solutions also help you to report on specific industry and/or customer metrics delivered with familiar desktop tools.



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Respond to consumer trends

Consumer trends shape product requirements—and their success or failure. Reducing the time it takes to get a product to market is a result of seeing trends as they are happening, quickly identifying the greatest opportunity, collaborating effectively on new product development, and driving new designs into manufacturing directly from engineering.

With integrated business solutions that help you see deep into data, you can better predict what is going to sell and be prepared to deliver it. These systems will also help to gather all necessary information, get approvals quickly, and establish the required database for bills of materials, quality controls, and other aspects of the new product. They also enable the use of cost information to assist in setting a product price that will create a profit yet be acceptable to the consumer.

Of course, CPG manufacturers can build profits by taking advantage of what already exists. With well-integrated solutions, you can examine every aspect of a product that was a good idea but did not sell, extract the parts that worked, and redesign a potentially winning product with less time and expense than the first time.

Improve internal operations

Building a lean manufacturing company, which is critical for survival in this industry, depends increasingly on the kind of IT systems you have in place.

The enterprise resource planning (ERP) systems popular with CPG manufacturers 10 or 15 years ago are rarely adequate for today's industry. They do not support today's manufacturing processes and the quick responsiveness to market conditions that are critical for success.

With solutions that share vital information from customers and suppliers, your organization can more effectively use real-time customer demand signals, planning, forecasting, analytics, and other tools to identify and quickly respond to specific key performance indicators in manufacturing, sales, and promotions.

Integrated technologies now available can help you start up operations more quickly, and collaborate more effectively with partners and suppliers. You can also enhance communications within departments to help reduce or eliminate the lost messages and miscommunications that add up to lost profitability.

Optimal performance with Microsoft Dynamics

Microsoft Dynamics™ offers a set of powerful applications that deliver a compelling suite of technologies for CPG manufacturers. Our integrated tools can help you succeed by speeding products from concept to the store shelf, removing waste from operations, and meeting the demands of your retailing customers and consumers.

Our technology platform will enable your organization to assemble a complete, integrated set of leading-edge business applications. These integrated applications can be deployed quickly and inexpensively without complicated customizations and drawn-out implementation projects.

Microsoft Dynamics solutions support:

- **Lean manufacturing**
- **Supply chain transparency and collaboration**
- **Integrated bar code and RFID systems**
- **Cross-company collaborative product development**
- **Detailed reports to suppliers with data from customer forecasts**
- **A single view of multiple facilities and departments**
- **Industry- and customer-specific reports to identify and prioritize potential areas of cost saving**

Innovative integration

Microsoft Dynamics provides a flexible set of solutions that can be easily adapted to your operational needs. Built on the Microsoft® Windows Server™ platform, Microsoft Dynamics helps you take advantage of technologies such as Microsoft Windows® SharePoint® Services for knowledge management and collaboration, Windows Terminal Services for extending access to data and processes, and Web services that can enable visibility into your customers' and suppliers' systems. Microsoft SQL Server™ delivers a solid foundation for collecting, analyzing, and reporting data across your company's systems. And deep integration with Microsoft Office System applications, such as Microsoft Excel®, Word, Outlook®, Internet Explorer, SharePoint, and Visio®, can help you better understand inventory, plan production and lead times, design reports, and use data required to make accurate and cost-effective decisions.

PERFORMANCE

Partners with industry expertise

Microsoft Dynamics solutions are delivered by a network of partners with expertise in CPG manufacturing. They can provide local, personalized service—from planning and implementation, to customization, to ongoing support and education. That means you get world-class business solutions from professionals who understand your business and will be there as your business conditions change.

Plan for growth

Organizations need systems that can deliver a strong return on investment (ROI) in meeting current needs, while providing for the opportunity to scale dramatically to account for organic growth, acquisitions, changes in business focus, and other foreseeable future changes to the business. Microsoft Dynamics, along with Microsoft server technologies and productivity solutions, offers tremendous flexibility and scalability to implement the solution to meet today's requirements and to allow for substantial future growth and change.

To learn more about Microsoft Dynamics integrated solutions that can help you gain a competitive edge in the CPG manufacturing industry, visit www.microsoft.com/dynamics/CPGManufacturing



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Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. Built to work with Microsoft technologies, it works easily with the systems your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, helping increase the productivity and effectiveness of your business, and helping you drive business success.

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