

CUSTOMER INNOVATION STUDY

Keurig Dr Pepper

speeds up new product launch and go-to-market time with Infor CloudSuite™ PLM for Process (Optiva)

“ **Infor CloudSuite PLM for Process ensures that the nutrition label on each of our products is correct.** It helps us provide information to consumers about which ingredients were used, if the ingredients that were used are organic or not, which allergens may be present in the product, and a number of similar qualities that are important to our customers.”

Bob Wimpfheimer

Senior Manager, R&D Knowledge Management,
Keurig Dr Pepper



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infor.com/customers

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Facts at a glance



HEADQUARTERS

Plano, TX



INDUSTRY

Food & Beverage



EMPLOYEES

25,000



PARTNERS

Infor Services



WEB SITE

keurigdrpepper.com



INFOR PRODUCTS AND SERVICES

Infor® CloudSuite PLM for Process
(Optiva)

Executive overview

Situation analysis

- Select a solution to manage information and processes for new product development and launch within the cold beverage brands at KDP, which has 50+ brands.
- Upgrade Infor CloudSuite PLM for Process or switch to a competing solution to meet new Food and Drug Administration (FDA) regulations on nutrition labeling in the US.

Innovation strategy

- Upgrade to the latest version of Infor CloudSuite PLM for Process to take advantage of the expanded functionality available and enable future expansion of system capabilities.
- Streamline workflows among knowledge management, research and development, procurement, quality management, and regulatory affairs to help move new products more efficiently from initial concept to commercial availability.
- Successfully navigate new nutrition labeling regulations, which impact the wide variety of products Keurig Dr Pepper produces.

Results

- Streamlined product development and nutrition labeling processes by replacing manual data entry with intuitive workflows in Infor CloudSuite PLM for Process.
- Reduced the time it takes to bring a new product to market and reduced rework on nutrition labeling.
- Lowered implementation costs by choosing Infor CloudSuite PLM for Process, the highest-value product lifecycle management (PLM) solution available based on Keurig Dr Pepper's analysis.

High level impact

53.8%

savings, thanks to Infor CloudSuite PLM for Process, based on actual Infor license and implementation costs compared to the next best competitor's cost estimate

6 months

to go-live with stage 2 of project "Revolution" for label content and ingredient statement modules after like for like upgrade to Infor CloudSuite PLM for Process

50%

reduction in the time it takes to create a nutrition label for a product

Keurig Dr Pepper—a leading producer of flavored beverages



Managing a diverse brand portfolio

Keurig Dr Pepper (KDP) is a leading producer of flavored beverages in North America and the Caribbean. KDP attributes part of its success to its more than 50 cold beverage brands that are synonymous with refreshment, fun, and flavor. In fact, 13 of the company's 14 leading brands are No. 1 or No. 2 in their respective flavor categories. KDP also owns 6 of the top 10 non-cola soft drinks.

In addition to its flagship Dr Pepper and Snapple® brands, KDP's portfolio includes 7UP®, A&W® Root Beer, Canada Dry®, Clamato®, Crush, Hawaiian Punch®, Mott's®, Mr & Mrs T, Peñafiel, Schweppes®, Squirt®, and many others. KDP started using Infor CloudSuite PLM for Process in 2003. On May 7, 2008, KDP was spun-off from Cadbury, plc to become a standalone business.

Around that time, KDP assessed which go-forward solution would help it to develop new products quickly, produce these products using the best possible formulas, and maintain full compliance with all regulatory requirements. By 2011, KDP needed to make a decision on what solution would be best to address its current and future needs.

Meeting FDA regulatory requirements



After looking at a number of solutions, KDP decided to move forward with Infor CloudSuite PLM for Process. To ensure compliance with the Food and Drug Administration's (FDA) new regulations on nutrition labeling that were to be introduced on May 27th, 2016, KDP upgraded to version 11.2 to leverage new functionality and expand its use of Infor CloudSuite PLM for Process to include knowledge management, research and development, procurement, quality management, and regulatory affairs.

With Infor CloudSuite PLM for Process, KDP has been able to streamline the workflows among all of its stakeholders, and more efficiently move new products from initial concept to commercial availability.

“The upgrade to the latest version of Infor CloudSuite PLM for Process was a huge positive step for us. We re-engineered a lot of the way we do business. We now have a user-friendly solution with a web interface that's very easy-to-use. Our data is organized in a way that makes sense to our users, and we have processes in place that align with what we're actually doing with the business. We have reports that serve the business well, and have realized strong business value.”

Bob Wimpfheimer

Senior Manager, R&D Knowledge Management,
Keurig Dr Pepper



13
of Keurig Dr Pepper's 14
leading brands are No. 1
or No. 2 in their respective
flavor categories

Improving product development

Product development at KDP begins with creating an initial concept for a new beverage. From there, KDP develops a prototype to be produced on a pilot basis. During the prototyping phase, KDP uses consumer testing along with other business considerations to determine the best formulation to commercialize. The initial prototype could have multiple possible formulas with different ingredients. Before the prototype is produced in a pilot plant, the prototype must meet certain quality standards. Infor CloudSuite PLM for Process helps ensure that all formulas that are piloted in a plant meet those minimum requirements and helps manage the

process that determines which formula will be selected to progress further into the development process.

Once the formula is in the right stage, Infor CloudSuite PLM for Process alerts the regulatory department, which checks the formula to ensure that the ingredients and the proportions of the ingredients are legal to use in the region where the product will be sold. When a formula is approved on all dimensions, the manufacturing supply chain receives a document with the formula to be produced on a larger scale, so it can be commercialized.

RESULTS

Saving time on nutrition labels

Value realized

At KDP, many of the Infor CloudSuite PLM for Process users come from scientific disciplines, including food science, analytical chemistry, nutrition, sensory, flavor technology, process engineering, and knowledge management. Over 50% of these users have Ph.D. or Master's degrees. With the enhancement of Infor CloudSuite PLM for Process, regulatory analysts can save half the time it takes them to finalize each nutrition label. Infor CloudSuite PLM for Process ensures that information about the nutritional contents of KDP products are both correct and available to the business when needed. By reducing manual data entry, Infor CloudSuite PLM for Process has made it easier and faster for KDP to go to market with new products. In addition, use of Infor CloudSuite PLM for Process has enabled a 90% reduction in rework on nutrition labels.

Increasing speed to market

KDP and its competitors in the beverage industry are constantly searching for the next big trend or product type. At the same time, they are planning product launches with timelines that are often crunched. With Infor CloudSuite PLM for Process, KDP has increased its speed to market in this highly competitive industry. By decreasing the lead-time for product launches, Infor CloudSuite PLM for Process can help KDP increase its revenue and react faster to its competitors. Best of all, thanks to Infor CloudSuite PLM for Process, KDP can be sure that it is accurately managing its formulas and ingredients. Some examples of this include: determining the presence of allergens, substantiating a claim to be organic, or whether a particular ingredient exceeds a permissible threshold that is specific to the region where it will be sold.

Detailed impact

90%

reduction in rework associated with facts on the nutrition label

5

manual data entry processes eliminated for a highly educated group of scientists

3500

package labels affected by new FDA nutrition labeling rules

LOOKING AHEAD

Adopting future-ready processes today

Bob Wimpfheimer, Senior Manager, R&D Knowledge Management and R&D at KDP, explains the current predicament for companies in the food and beverage industry: “In the United States, the Food and Drug Administration has made changes in the requirements for product labeling. That means that virtually every food company is going to have to redo every single label for each and every portion size on every single product over the next couple of years. That’s a huge amount of work.”

For KDP, the good news is that the processes it has implemented with Infor CloudSuite PLM for Process automate much of this work. Additional projects in the near future will be focused on expanding Infor CloudSuite PLM for Process footprint to cover more areas within KDP.

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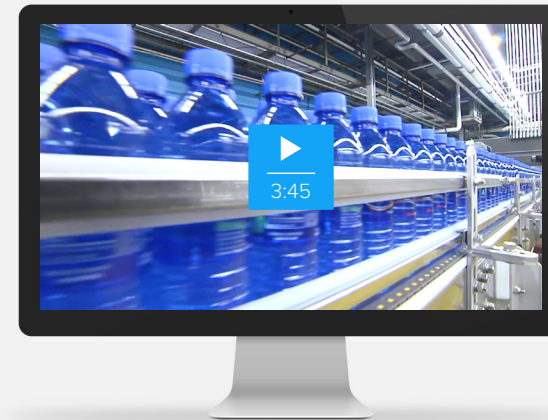
Speed to market is very important to us. We’re in a highly competitive industry, we’re constantly looking to see what’s going to be the next big thing. And, we’re constantly having our timelines crunched. **Infor CloudSuite PLM for Process has made it easier and faster for KDP to go to market with new products.”**

Bob Wimpfheimer
Senior Manager, R&D Knowledge Management,
Keurig Dr Pepper

Learn more

Hear how Infor CloudSuite PLM for Process helps Keurig Dr Pepper develop new fun, refreshing, and flavorful drinks for you to enjoy here:

[Keurig Dr Pepper video >](#)



Infor CloudSuite PLM for Process

To be competitive, process manufacturers have to develop new products quickly, produce them using the best possible formula, and maintain full compliance with all regulatory requirements. It's a unique set of requirements that demands a tailored approach to product lifecycle management (PLM).

[Infor CloudSuite PLM for Process >](#)

Last mile functionality for food and beverage

Effectively manage complex industry challenges, from tank scheduling and country of origin labeling to traceability and recipe management, with Infor Food & Beverage. Serving over 1,200 food and beverage manufacturers in 90+ countries, these solutions provide the specialized functionality you need at the microvertical level.

[Infor Food & Beverage >](#)

The right ingredients for speed, agility, and growth

Infor CloudSuite™ Food & Beverage has all the right ingredients to manage your complex operations and compliance requirements. This complete, yet flexible solution offers deep, proven end-to-end capabilities for all of your critical processes. Industry-rich functionality is delivered in the cloud, which means you get greater business agility as you grow with hassle-free ownership and security that follows best practice protocols.

[Infor CloudSuite Food & Beverage >](#)



Infor builds business software for specific industries in the cloud. With 17,000 employees and over 68,000 customers in more than 170 countries, Infor software is designed for progress. To learn more about Infor, please visit www.infor.com.



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