

Streamline your New Product Introduction (NPI) process



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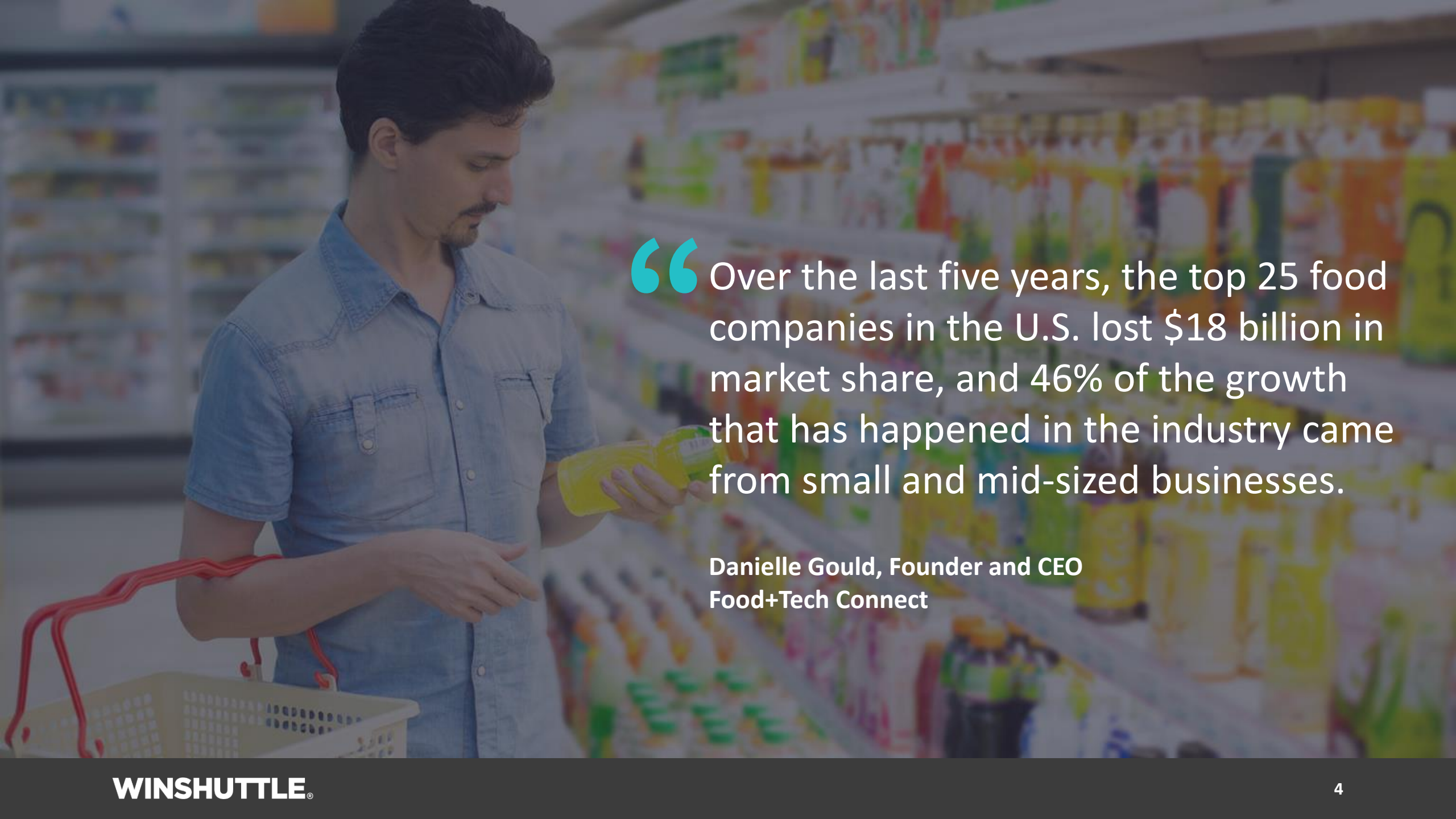


78% of enterprise
CEOs are concerned
about the relevance of
their products three
years from now.

KPMG US CEO Outlook 2016

Changing consumer demographics driving product proliferation



A man with dark hair and a beard, wearing a light blue button-down shirt, is standing in a grocery store aisle. He is holding a yellow bottle in his left hand and looking at it. A white shopping basket with a red handle is in the foreground. The background is filled with shelves of various food products, mostly in yellow and green packaging.

“ Over the last five years, the top 25 food companies in the U.S. lost \$18 billion in market share, and 46% of the growth that has happened in the industry came from small and mid-sized businesses.

Danielle Gould, Founder and CEO
Food+Tech Connect

Unprecedented rate of
technological innovation

Digital

Physical

Biological

4th
Industrial
Revolution

Broad-
band


Mobile

Big data

Disruptive business models—smaller, more agile market entrants.



DOLLAR SHAVE CLUB



“ Given the disruptive forces at play, competing and achieving new growth will demand manufacturers to innovate new products and adapt business models at a faster pace and on a larger scale than ever before.

KPMG's U.S. CEO Outlook 2016

Top NPI launch challenges

74%

Have slow
manual
processes

95%

Have data
collection
issues

81%

Under
pressure to
move faster

Winshuttle research

Now we'd like to hear from you...



The process today



Manual, slow, error prone, inconsistent

What if you could reduce your process time by 50%?



Winshuttle helps you digitize and optimize the collection of new product data.

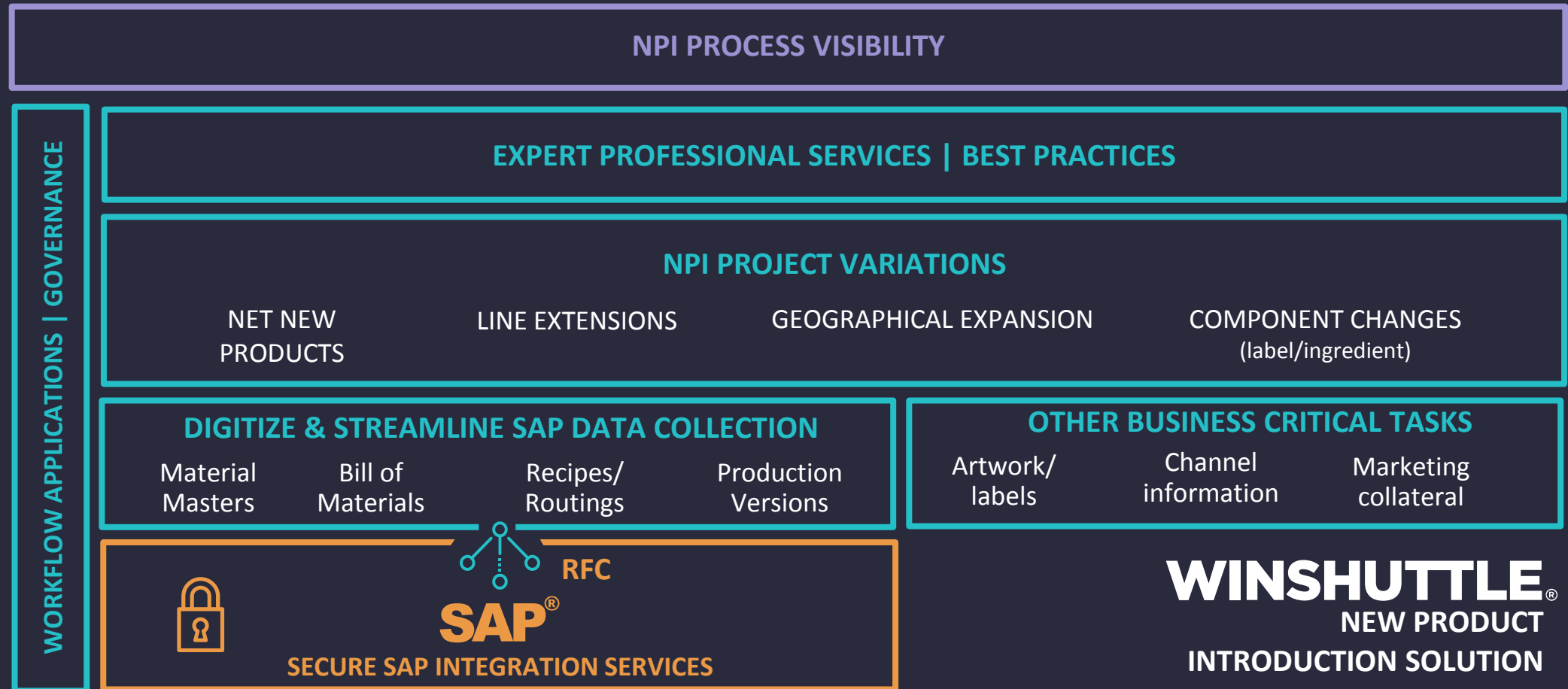
A group of people are in a meeting room. One person is standing and pointing at a whiteboard. The whiteboard has diagrams and text on it. The people are sitting around a table, looking at the whiteboard. The room has a modern, open-plan feel with large windows and a wooden table.

HOW WE CAN HELP YOU

Accelerate products to market

What's included





Best Practice

APICS SCOR model example

GO



PLAN READY

Make/buy decisions, long-term capacity & resource planning



Finished Goods*

MM01



SOURCE READY

Vendor certification, sourcing quality and vendor contracts



Finished Goods*

MM01



Components*

MM01

- Semi-Finished
- Raw
- Packaging
- Others



MAKE READY

Production, execution and managing “make” infrastructure.



Finished Goods*

MM01



Bill of Materials*

CS01



Master Recipes*

CS01



Production Versions*

C223



DELIVER READY

Order, warehouse and transportation management



Finished Goods*

MM01

LAUNCH

*Plant extensions

NPI Example: Apple iPhone 8

12 new Finished Goods Materials

2 sizes

5.5 in – iPhone 8 Plus

4.7 in – iPhone 8

3 finishes

Space Gray

Silver

Gold

2 capacities

64 GB

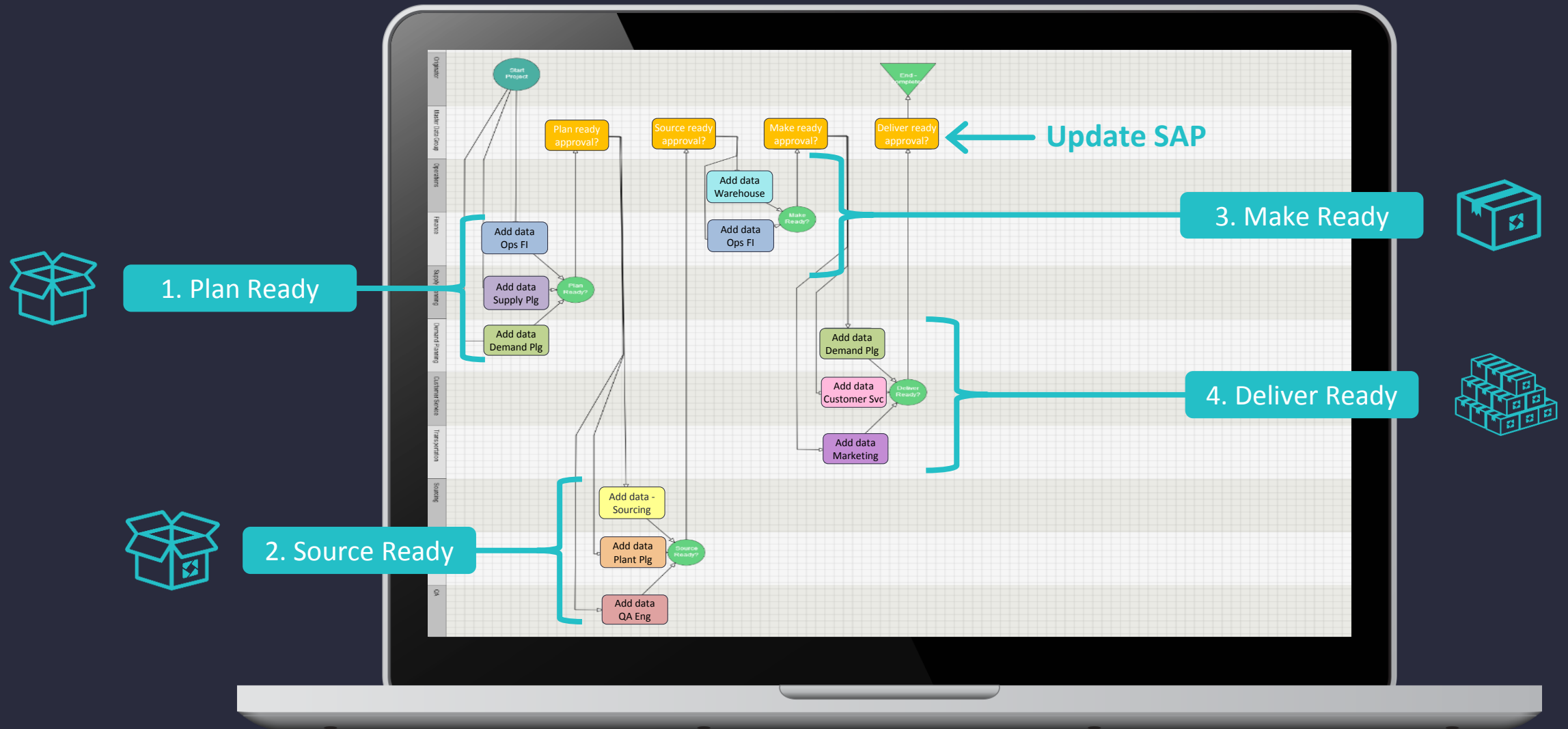
256 GB



Role-based view for each participant



Workflow best practices - overview



Demo





Visibility

Use our data with your tools of choice

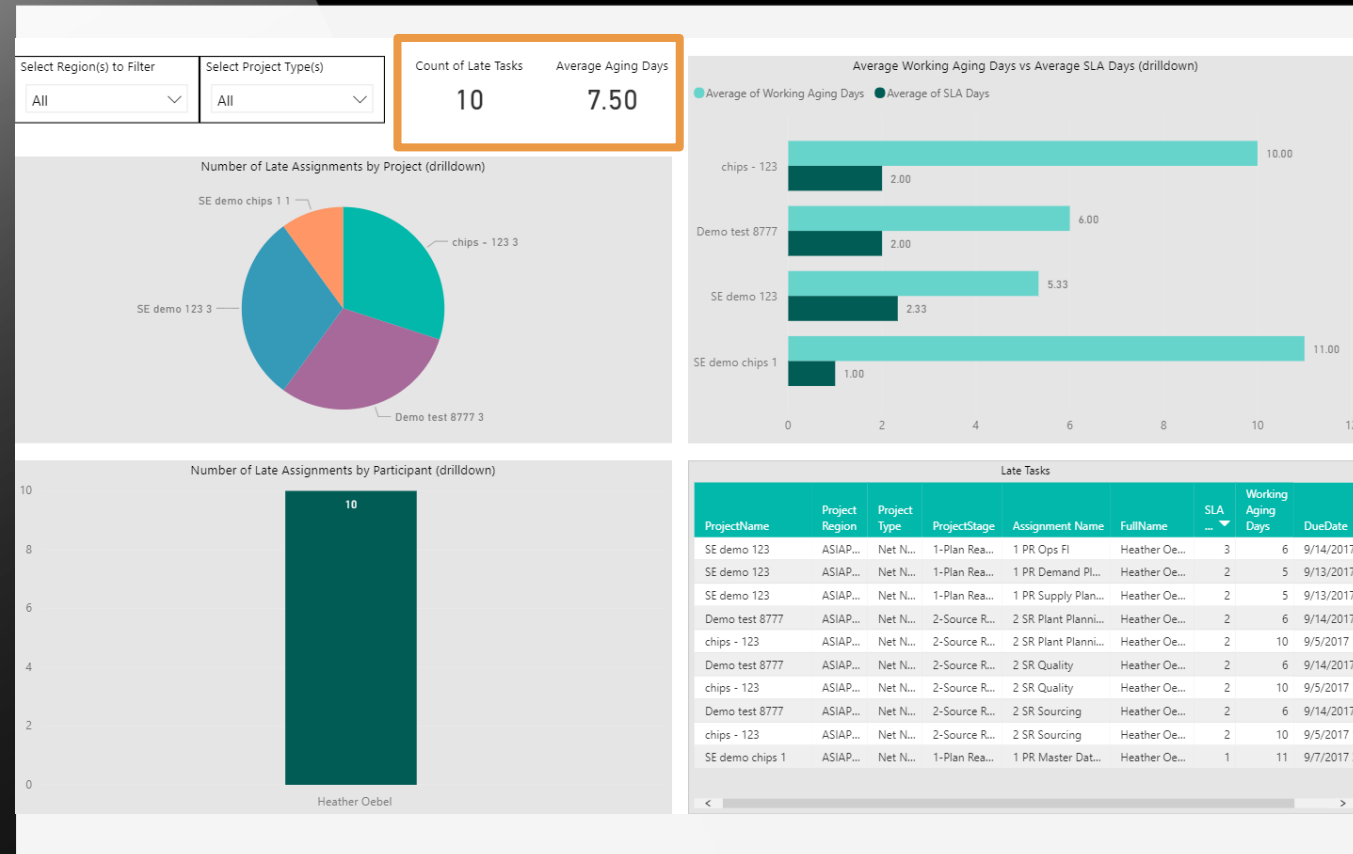
Get the
visibility you
need to meet
launch dates.



Example of dashboards and reports.

Use our data with your tools of choice

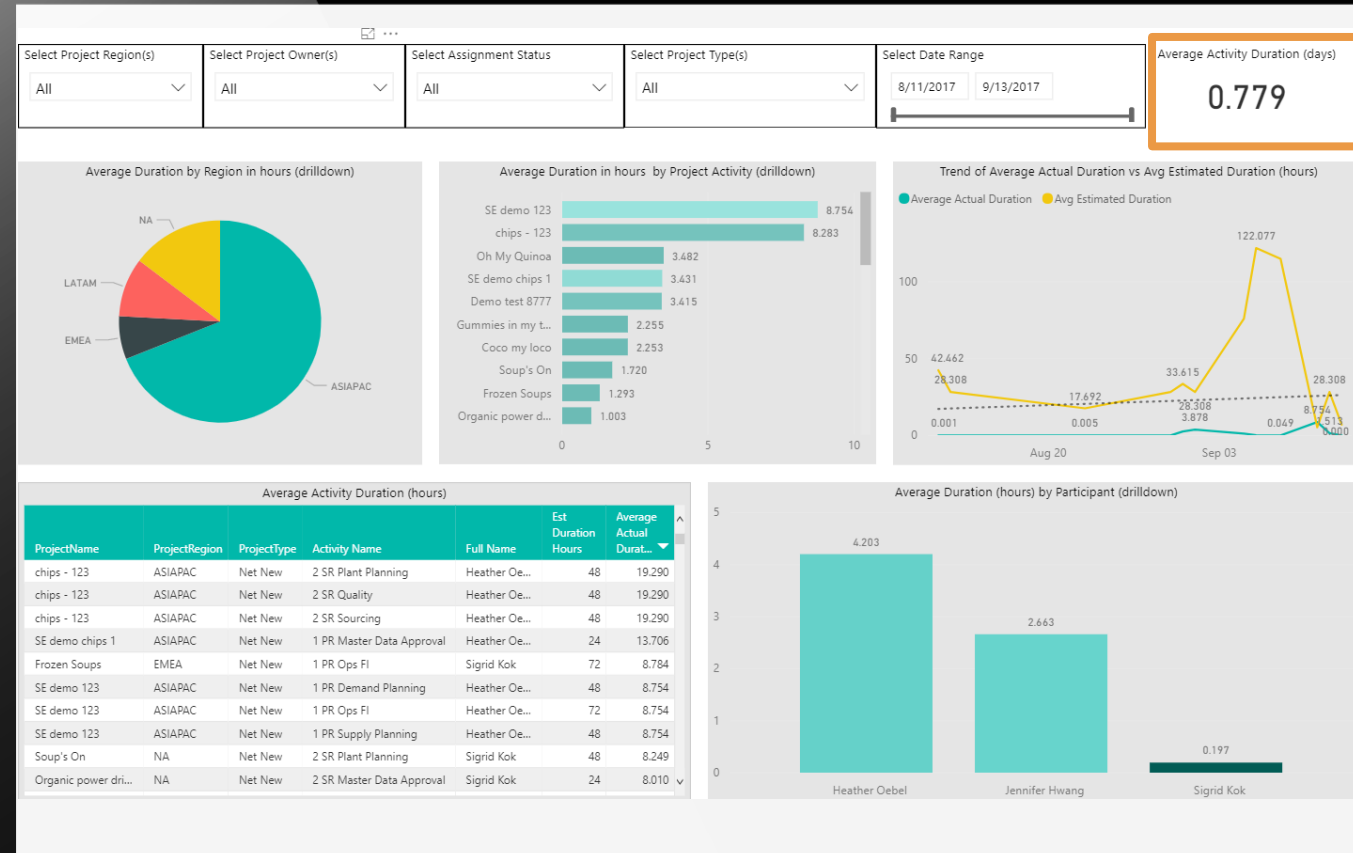
Drill down to
identify
potential issues.



Example of dashboards and reports.

Use our data with your tools of choice

Optimise your
processes
based on past
learnings.



Example of dashboards and reports.

A faster launch package



“The fact is that we’re getting to market much faster, and that means significant revenue recognition opportunities.

Joseph Wieczorek, Director,
Master Data Organization – Reynolds
Leveraged Services

SPEED

50% or faster NPI cycle times

→ reduced product lead times

GROWTH

Significant revenue gains &
\$1.3M in productivity savings

Smoother, faster product launch journey



SPEED

Reduced SAP data collection for NPI cycle time by 90%

- Materials
- BoM's
- PIR's
- Routings

GAINS

- Lower costs
- Improved supply chain planning
- Streamlined efficient process
- Improved data quality
- Enhanced process visibility

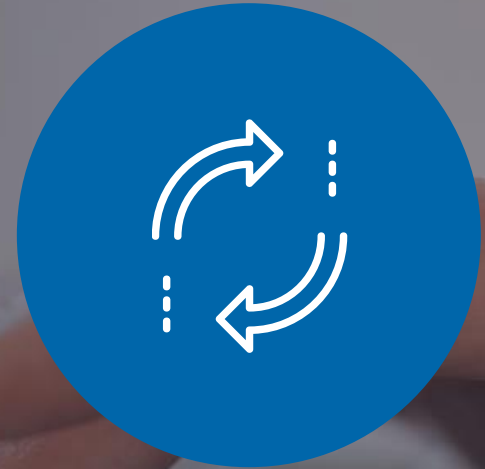
Key benefits



Speed



Visibility



Agility

Key benefits



Predictability



Scale

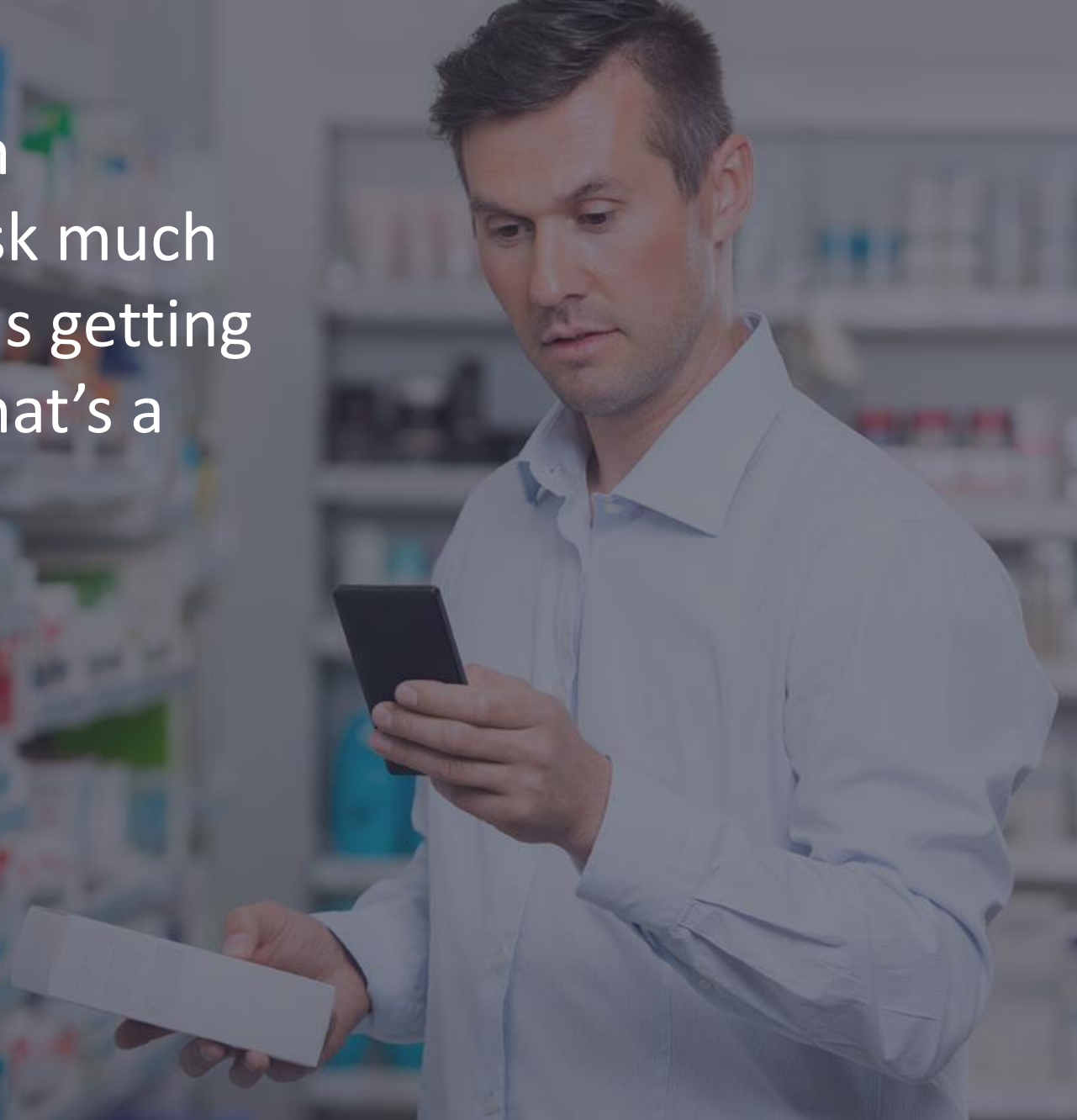


Quality



With Winshuttle, we can accomplish the same task much more rapidly. That means getting to market faster—and that's a massive benefit for us.

Jean-Francois Naggar
Director of Business Applications
Pharmascience Inc.



Let's continue the conversation...



winshuttle.com/npi



Upcoming Events

winshuttle.com/events



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