

creations

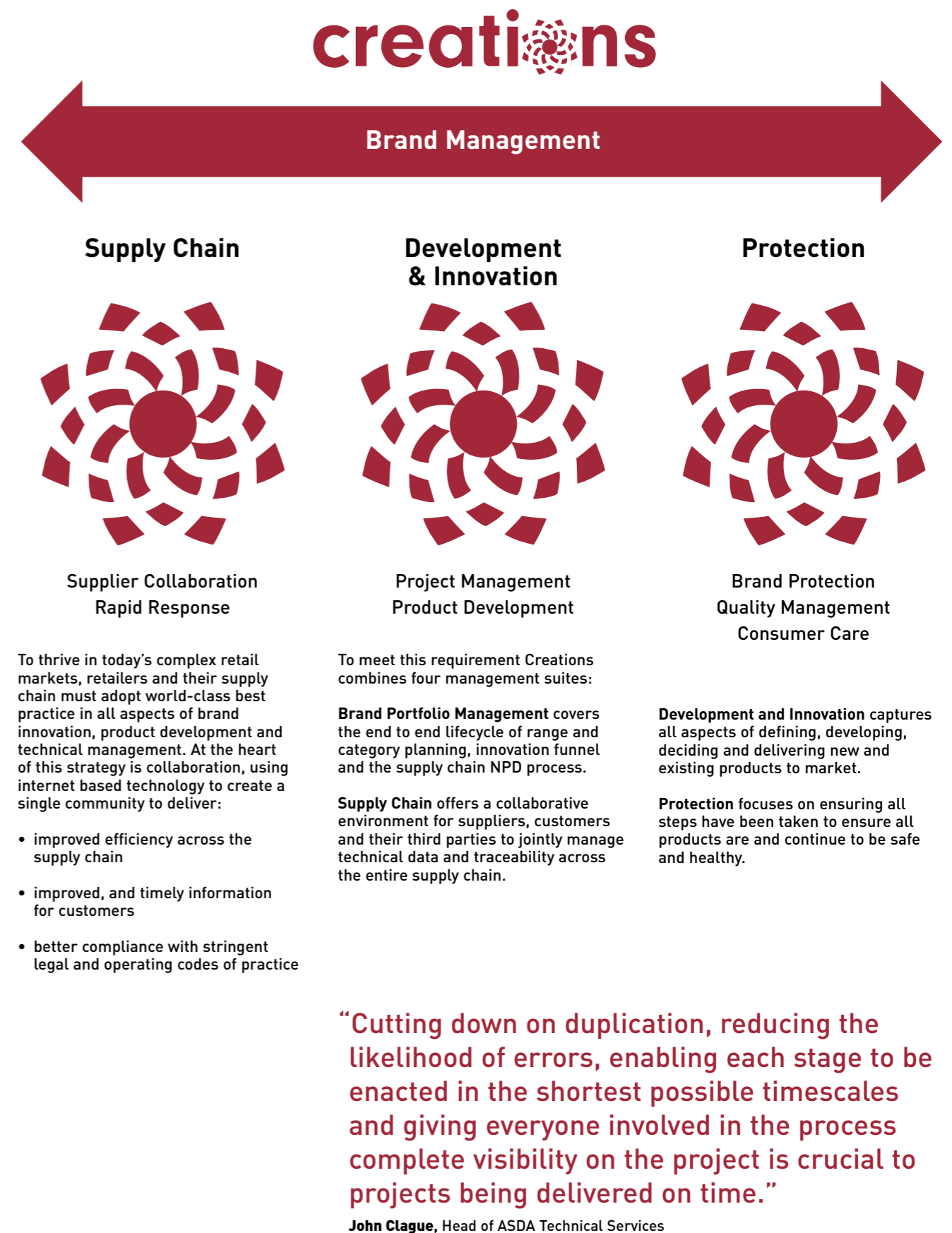
Brand Innovate Protect



creations

Creations is a fully integrated, collaborative supply chain, product innovation and due diligence management system. Designed specifically for the consumer goods market, Creations covers all aspects of product development from idea and concept generation through to product lifecycle management and supply chain traceability.

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Why **creations**?

Market Growth

Accelerated market growth is achieved through the unique integration of the whole process. This ensures data is entered once, significantly reducing duplication and administration from the critical path ensuring a faster route to market, quicker returns on investment, repeatable high quality standards and further time for innovation and development.

Success Rate

The combination of a structured central process and the visibility of all stages within the product lifecycle allows for better informed decisions and controls to be implemented, improving communication, planning and product assessment and increasing the success ratio of new products to market.

Cost Savings

Reduced duplication and administration can lead to a number of cost savings across the supply chain. Research shows that approximately 40% of all critical paths are pure duplication with administration taking up 60%. Creations significantly reduces both of these areas saving on average between 30-40% of resource effort. The single entry of data removes human errors ensuring all departments are working to the same specification, therefore reducing the number of production trials, specification submissions and paper copies within the business.

Brand Protection

The introduction of a collaborative supply chain portal opens the channels for a single source of data which improves accuracy, visibility and speed to market. The ability to run supply chain enquiries, data validation and analysis with improved communication ensures a quick and accurate response to market changes, concerns, scares, product withdrawals and customer enquiries.

“We chose RedSky IT Creations because we felt that Creations has the potential to grow with us. The system was very easy to implement, and we were able to transfer historical data from our existing format. In today’s climate, it is essential to be able to deal with the potential for litigation or prosecution by responding quicker with more accurate information due to increased visibility – we feel that RedSky IT Creations has allowed this to happen.”

Jackie Bannister, Head of Technical, Katsouris Fresh Foods

BENEFIT OVERVIEW		
Reduced Cost		
Increased Revenue		
Improved Customer Satisfaction		
Reduce No. of Projects <ul style="list-style-type: none"> • Greater Visibility • Deeper Feasibility • Collaboration • Stage Gate Approval 	Speed to Market <ul style="list-style-type: none"> • Removing Duplication • Improving Communication • Proactive Monitoring • Problem Solving • Innovation • Alerts 	Improving Data Quality <ul style="list-style-type: none"> • Single Data Entry • Standard Documentation • Supply Chain Links • Standard Formulations



creations Brand Management

The Brand Management module is a web based workflow environment where an organisation can manage and track all aspects of product development and programme management. It is designed to cope with a high volume of products and encompasses a configurable multi-tiered structure to allow summary or detail management.

Aimed at organisations with a high volume of new or improved products where price and time to market are critical, quality is paramount and conformance to legal and ethical requirements is essential.

Cross Category & Range Developments

Creations enables a defined 'stepwise' and structured approach to project activity, which incorporates a hierarchical configuration. This ensures that developments are aligned to the business mission and goals. Creations Brand Management can be configured to manage all types of new product development activity. The systematic process for progressing new products is equally suited to handling large cross-category projects, with many diverse products and a high volume of data, through to simple range extension and refresh.

Innovation Funnel Processes

Creations is easily configurable and supports 'Innovation Funnel' development processes to assist the selection and progression of the right projects. Keys and gates are used to control the development and ensure tasks, with associated documentation, are completed in the proper sequence. Defined gatekeeper roles can authorise progression of a project to the next phase.

Programming Planning & Scheduling

Processes which constitute the critical path can be identified, whilst other tasks can overlap or be scheduled for parallel working; the scheduling facility will accurately quantify timescales (duration or launch dates) and determine resource requirements. Timings for activities can be easily adjusted to reflect reality or changing priorities; there is flexibility to reschedule backwards from the launch date, or forwards from the start date.

Activity Modelling

Projects are broken down into manageable steps, for which responsibility and accountability can be unambiguously delegated. This simple, modular approach to building projects based on activity networks is ideally suited to structural change within organisations, where new roles and job holders can be easily created and added to the system. Project activities can be locked to prevent progress if prior activities have not been completed.

Brief Management

Brief Management provides a centrally stored programme charter / brief information which can be cascaded to related sub-programmes and other individual users. The core information can not only be protected from unauthorised amendments but can also be augmented with additional information relevant to lower levels of the development hierarchy.

Flexible Reporting

Project information can be rapidly updated, centrally stored and made available to the project team, thereby promoting commonality of purpose, awareness and communication. This route to internal cooperation and inter-disciplinary collaboration will promote fast, 'right-first-time' results. Project progress reports are easily configurable to allow viewing of data, for example by day, week or month. This can then be sorted by development, product or person. Filtering of the data also allows further refinement.

creations Supplier Collaboration

The Creations Supplier Collaboration portal has been designed to enable retailers and manufacturers to operate a secure and individually tailored environment, in which they collaboratively manage critical product documents such as product specifications, pack copy artwork, codes of practice and information to help handle product scares by passing information to other third parties, such as artwork houses.

Accessed via a secure customised website, suppliers provide information in a pre-defined format as products are developed and updated. This information is automatically validated and checked before final submission for approval to populate the Creations product management database, therefore removing duplicate data entry.

Authorised third parties, for example artwork houses, laboratories and auditing bodies, can access elements of this data for immediate use significantly reducing duplication of data and improving speed to market and data accuracy.

Supplier Contact Management

The portal allows suppliers to maintain up-to-date address and contact details for Head Offices and sites. A number of contacts can be specified, some of which may be mandatory so as to ensure quick and easy contact with the suppliers.

Data Import

Specifications may be imported by means of an XML data file from any Recipe Management System with the capability of producing an appropriate file.

Product & Packaging Specifications

The portal holds recipes, ingredient sourcing details including, "Country of Origin" and details of packaging materials. Ingredient lists are generated automatically from the recipe in accordance with specified rules.

Pack Copy Artwork Specifications

Using the data entered into the specification, pack copy for artwork can be produced, thus reducing the time taken to produce the copy and eliminate errors which occur when retyping it into another system.

Data Validation

Ingredient names can be validated against the ingredients glossaries. Checks are run on the nutritional data and allergen information entered into the specification is validated against the ingredients so as to avoid errors.

Policy Document Library

Labelling Guides, Codes of Practice and other policy documents can be easily posted onto the portal thus ensuring that all suppliers are using the latest version of each document.

Flexible Reporting

Reporting facilities allow searches to be carried out to help deal rapidly with ingredient problems or to provide nutritional, dietary and allergen information for consumers.



creations Rapid Response

In today's market, the need to respond quickly and accurately to consumer scares, industry initiatives and legislative drivers is key to the success of all products. Creations Enquiry Management has been designed to quickly activate and monitor an enquiry across a supply chain to gather critical information in order to enable a fast response.

Using prioritised tailored multiple choice questionnaires emailed and accessed through the Creations Enquiry Management portal, the supplier can quickly respond to the enquiry which then allows the retailer, manufacturer or consumer body to monitor the results and produce a statement or report.

Enquiries can be prioritised to handle major alerts, product recalls, general enquiries and legislative and policy changes.

User defined multiple choice questionnaires

A questionnaire template is created defining a series of questions. Multiple choice answers can be configured to ensure all categories can be analysed. The questionnaire is then published to the portal alerting the contacts by e-mail.

Prioritised alerts, warnings & general enquiries

Each template can be prioritised depending on the urgency of the response required. For example, priority one could be set to represent alerts to possible allergy scares. More general product enquiries could be set to a lower priority, allowing more time for the response.

Response Monitoring

Each contact is then monitored against a timeline for their response. E-mail notification can be submitted reminding contacts that have yet to respond to a query.

Management Reporting

Responses, trends, queries by answers, category analysis and supplier performance can be reported on through the embedded report creator.

creations Project Management

Using a central data structure, this flexible and versatile combined project management and process organiser has been developed specifically to manage the detailed product development process in order to maximise success ratios, minimise the time to market and the associated development costs, whilst optimising the opportunities for innovation and product quality.

Brief Management

Project and product briefs are generated documenting a requirement, opportunity and appropriate timescales. The document can then be submitted through a workflow programme of approval stages capturing additional data against the project file.

Feasibility Management

Revenue opportunity values, development costs, project costs, resource requirements, production capability and marketing knowledge are captured and validated to provide real time assessment of each proposed project.

Resource Planning

Each critical path allocates resources to tasks identifying possible bottlenecks and over-commitment of resources.

Project Programming

Multiple projects can be active as part of one programme, as can multiple sub-projects, processes, products and tasks as part of a single project. Multi layer links and milestones can be set establishing decisions or stage gates.

Critical Path Planning & Monitoring

Standard critical path templates can be created and stored, allowing project managers to back-schedule activities to establish timescales and start dates. Multiple templates can be scheduled against a single project, therefore enabling a phased programme. Each schedule uses email to workflow notification of the live project, changes and slippages. Creations monitors each process against set end dates, identifying any slippage and change, then initiating email alerts accordingly.

'What if'

Ad hoc critical paths can be created and scheduled using an off line 'what if' scenario environment for evaluating the effect of a slippage or to simply create a new template.

Management Reporting

Reports can be generated at any stage in a project, process or product. Using either external or internal embedded reporting tools, revenue forecasts, project planning reports, resource utilisation, project progress, Gantt charts, sample submission forms, etc. can be generated against a single project or across a database query.



creations Product Development

Creations Product Development is a quick and easy to use ingredient, packaging and recipe development tool providing instant dietary claims, material costs and ingredient declaration statements.

Packaging formulation, product tests, HACCP, quality attributes and process information can be added allowing internal KPI, process, consumer scare, branded and retailer specification reports to be produced. Change management controls enable changes to be analysed, validated and monitored through approval and version management.

Ingredient Development

Raw materials and compound ingredients can be created and managed capturing a full technical breakdown providing full traceability of components and dietary claims.

Recipe Development

Recipe formulations can be quickly and easily created from the ingredient database. Alternative recipes can be stored during development before final approval. Process, moisture and yield changes are captured calculating final specification output.

Recipe Analysis

Full dietary analysis is instantly available during the recipe development process showing nutrition break down, material costs, free from and suitability claims along with the final ingredient declaration.

Packaging Development

Full packaging material specification allows for all aspects of primary, secondary and tertiary packaging claims, quality attributes, waste controls and supply chain traceability.

Final Product Formulation

Packaging formulation, storage and shelf life claims, HACCP and quality attributes, micro, chemical and physical analysis is captured to complete the final product technical specification.

Product Specifications

Major retailer own label specification formats are available for auto population from the final product formulation. Internal factory documentation, branded specifications and other retailer specifications can be created using the internal embedded report or specification creator.

Change Management

Changes to ingredients, sub-recipes and packaging items are controlled through a change management process to ensure that all products using this element are identified to the user, validated for dietary changes and then mass updated if required.

Approval & Version Control

All levels within the recipe structure are subject to version control. Approval templates are created to reflect the users' internal approval process. Products are controlled, restricting approved products from being changed without authorisation and showing a full approval history.

Management Reporting

Using the embedded report creator, unlimited database queries, management reports and process documentation can be created and stored as templates.

creations Brand Protection

Creations Brand Protection offers secure data management of the product portfolio process containing information to support a due diligence defence, including product records and specifications, product testing, manufacturing site audits and scorecards, site visit management, product recall management and KPI scoring and monitoring.

Using data generated from other Creations applications, this top level management tool brings together all aspects of the product portfolio, from development activity through to ongoing supplier management, whilst additionally offering further supplier and product quality assurance controls.

Each process has been developed to specifically handle the unique, versatile and rapid nature of the food and beverage market in order to ensure the highest standard of due diligence control and traceability.

Supplier & Site Management

Allows information to be held against each supplier or manufacturing site in respect of contacts, audit status and a record of any issues which may have arisen at the site.

Supplier Audit Management

Audits are scheduled by the system at a pre-defined frequency and details of the audits are available to personnel. Provision exists for both routine and ad hoc audits and visits.

Vendor Performance

Scorecards are available for recording details of supplier performance against a range of pre-defined criteria.

Product Surveillance

The system schedules the testing of products by the internal or an external Laboratory at an agreed frequency to meet due diligence requirements. The test results can be imported from external laboratories.

Product Recall Management

Records of product withdrawals or recalls can be held against each product and manufacturing site record to allow analysis of product problems and supplier performance.

Database Enquiries

Enquiries can be made against the data held in respect of products, audits and other information within the system.



creations Quality Management

Creations Quality Management offers the ability to contain all quality documentation and parameters within one central database. Using the quality attribute and HACCP controls, product development tests can be scheduled at each control point and validated against these quality attribute specifications.

Combined with factory handheld devices and/or terminals, the quality attribute sheets and test cards can be deployed electronically negating the need for paper. Results are monitored for non-conformance allowing follow-up actions to be automatically activated and monitored. Trend analysis and traceability is then available across runs, batches, products and suppliers.

User defined test sheets

User defined test sheets can be created and stored as standard templates within Creations against ingredients, manufacturing processes, packaging and quality attributes.

Test Scheduling

Against the manufacturing process a series of tests and methods can be scheduled based upon pre-defined frequency settings. Each schedule can be run at the start of a batch or shift identifying the sequence of tests until production has been completed.

Non-conformance action management

Based upon standards identified in the configuration of each quality attribute specification being validated against, Creations can immediately alert to any non-conformance and activate a follow-up action. The action is then monitored until completed.

Management Reporting

Trend analysis, non-conformance reports, action logs and quality audit reports can be created using the Creations report creator.

creations Consumer Care

Creations Consumer Care enables enquiries and complaints to be captured either manually by telephone, imported from retailers or via the internet. Designed specifically to handle food and beverage related enquiries, Creations Consumer Care can be configured to a specific type of product and process to ensure ease of use and focused management reporting.

As a fully integrated module of the Creations suite consumer care operatives are able to answer all product enquiries. For example, questions such as 'origin' or 'where used' can be answered immediately, providing a professional customer response.

All correspondence is recorded centrally with actions, responses and investigation procedure workflow being administered to the relevant departments and contacts. Standard letters, reports, cheques and vouchers can be configured with a full reporting tool for trend analysis and KPI's.

Complaint & Enquiry Management

Each enquiry or complaint is logged through a quick and simple contact record. Easy access to product data, category glossaries and complaint reason drill down allows the user to set up and answer the complaint within minutes.

Contact Management

Consumer complaint checks can be validated in real time allowing repeat callers to be immediately identified. Searchable post code tools and relationship management allow the identification of localised trends or fraudulent claims.

Investigation Workflow

Workflow management of any investigation activities required allows the user to identify a course of action and monitor the action until it is closed.

Response Management

Standard letter templates, vouchers and sample requests can be created containing data from the contact record. Each correspondence is monitored and stored allowing a full audit log of handling charges, financial settlements and fines.

Management Reports

Trend analysis, complaints over sales, financial period reports and retailer reports can be created using the embedded report creator.



creations Gateway

The Creations Gateway interface offers a series of configurable import and export modules to allow transfer of data between all aspects of Creations and any other system such as ERP/MRP, LIMS and Artwork applications.

This fully configurable tool set allows the user to set the parameters for the transfer of product and process data from and to Creations. Formulations and validation routines can be configured enabling changes in data.

Using the Creations Gateway data dictionary information can be transferred to third party report writers allowing cross database and system management reporting.

The standard import and export routines allow the transfer of ingredients, packaging, suppliers, recipes, final product item files, costs, pack copy artwork, specifications, micro and chemical analysis, process, quality attributes, product tests etc.

The Creations Gateway module enables full integration across the full product development and lifecycle bringing together the development and technical functions with production, logistics and quality.

“ Due to the implementation of Creations, we have been able to assist and facilitate the supply chain collaboration process via electronic communication and shave a number of weeks off the new product development process. ”
John Clague, Head of ASDA Technical Services

“ We use Creations to help us run our business on a day to day basis. ”
Jenny Douglas, Technical Services Manager, Youngs Bluecrest