



RedSky IT system deployed to help keep customers satisfied

One of the world's largest producers of retailer brand carbonated soft drinks has joined a growing number of food and beverage manufacturers in selecting RedSky IT as its preferred IT partner in product innovation.

The company - who produce private-label soft drinks for UK retailers - proposes new product ideas to the leading retailers on a regular basis and is perpetually approached by them to develop additional lines.

In order to effectively support and exploit these opportunities efficiently and profitably, the business has elected to deploy a RedSky IT solution which will enable it to manage the NPD process in shorter lead times and prove the profitability of new projects before committing to them.

Further, the businesses management team recognised that in order to achieve future growth objectives, it needed to foster a continuous process of innovation. This would involve a collaborative approach to NPD where both the manufacturer and its retailer customers would periodically table ideas for new products.

From the initial studies, RedSky IT anticipates that this will reduce NPD lead times by at least 40% and that an improved planning process can more effectively channel its resources.

Project managers can prove a concept by entering data on key factors into the system from information provided in the project brief and combining this with history held in the knowledge database. As a result, the project approval team are able to make better informed decisions at each stage of the development process and can effectively veto a project that is likely to be commercially unsound before any investment is committed.

Paul Woodward, Product Director advises: 'The company currently manage a large number of development projects at any one time and needed a more effective screening process for all new projects which would enable it to consider opportunities in terms of profitability, whether they achieved a fit with strategy and operational capabilities. Equally importantly, the business needed to establish that it had adequate resource to take on a particular project at a particular time.'