

Case Study: Transforming NPD with Salesforce 2.0: From Complexity to Commercialization

Customer pain points

- **Inefficient Collaboration:** Disconnected workflows between Sales, Innovation, and R&D slowed down development
- **Manual & Error-Prone Processes :** Spreadsheets, emails, and legacy systems lead to data inconsistencies with siloed data across tools
- **Regulatory Risks:** Lack of centralized allergen/claim tracking increased compliance risks and reduced regulatory readiness and reporting
- **Slow Time-to-Market :** Approval bottlenecks and unclear stage gates delayed launches

Solution

- **Structured, Stage-Gated NPD Framework :** Digitized the entire NPD lifecycle with a Stage Gate model ensuring every project follows a consistent, accountable path from Ideation to Launch
- **Centralized Recipe & Ingredient Intelligence :** Enabled robust Recipe & Ingredient management with allergens, claims, and test attributes auto-rolling into specs — standardized, compliant, and PDF export-ready
- **Unified Collaboration via Chatter:** Broke silos between Sales, Innovation, Quality, and Ops by embedding traceable, asynchronous communication inside Salesforce
- **Leadership Dashboards and Compliance Exports :** Delivered real-time dashboards for complete visibility into project health and stage progression while enabling one-click compliance with spec PDF generation
- **Data Discipline :** Enforced clean, complete, and validated data entry at every step, reducing errors, minimizing rework, and enabling smarter decisions faster

Results

50%↓
Decrease in time to market

70%↑
Increase in rate of Approvals

100%
Compliance



Features/ Value Delivered

Stage-Gated NPD Workflow : Drives accountability, speeds up approvals, and ensures every project follows a disciplined, predictable path from ideation to launch

Centralized data repository for recipes, ingredients, and associated metadata

Role-based **task assignment**, Unified collaboration via Chatter, and efficient **project management** through Salesforce NPD

Leadership **Dashboards and Compliance Exports**