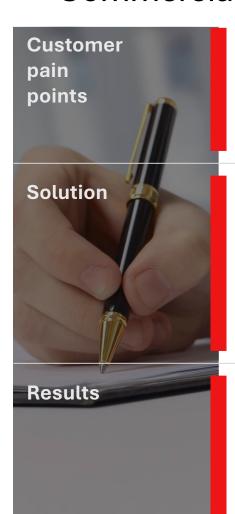
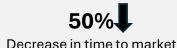
Case Study: Transforming NPD with Salesforce 2.0: From Complexity to Commercialization



- 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
- 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



70%1 Increase in rate of Approvals 100% Compliance



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