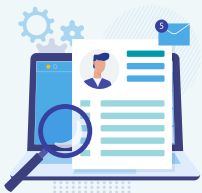


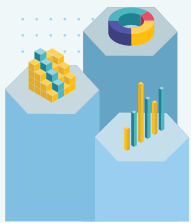


Today, the speed that food, beverage, and supplements companies create and refine formulas can make or break a brand. Businesses that want to compete need to get products to market faster. We've outlined the top 10 innovation challenges facing food, beverage, and supplements companies and how to solve them.



1. Slow Supplier and Material Research

To find the suppliers and materials they need, companies use online search, emails, and phone calls producing slow and off-target results. Suppliers are backlogged and slow to respond, further delaying new product development. And if teams can't find the right ingredient or need to wait for a sample, progress stops. With TraceGains, you no longer have to chase down suppliers for information or documents because it's available at your fingertips. How? When most companies log into TraceGains Network, 80% of their suppliers are already there.



2. Data is Siloed

The data and information required to manage product development and reformulation in-house and with contract manufacturers sits in silos, spanning ERP and PLM systems, and static tools like shared drives and spreadsheets with as much as 75% of it living with suppliers. With TraceGains, departments, suppliers, and co-manufacturers connect over a networked platform that tracks and digitizes information exchange, information, and agreements.



3. Slow Recipe Iteration

PLM software can be rigid and requires manual formula and recipe iteration, slowing down the process to meet desired product criteria for allergens, nutrition, price, and claims. With TraceGains, you can create and manage formulas and recipes while collaborating across departments and with suppliers or co-manufacturers. Network connectivity gives teams instant access to two million supplier-provided documents for rapid digital prototyping with real ingredient and supplier data to reach ideal product criteria faster.



4. Poor Collaboration

While R&D is at the center of product development, quality, procurement, and regulatory departments provide input along the way. Collaboration barriers across departments can create bottlenecks for new product development. TraceGains connects departments over a networked platform. Automated workflows allow teams to conduct real-time tasks alongside automated steps to increase speed, eliminate errors, and vastly improve product quality. The status of innovation projects is clear, and stakeholders receive alerts to take action, ensuring progress continues.



5. Regulatory Requirements

One of the biggest product management challenges, especially for global companies is regulatory compliance. Every state, country, and economic alliance has a unique set of regulations that must be followed. The stakes are higher today as companies balance adherence to strict — often exhaustive, always changing — policies and procedures. The best way to ensure teams embrace a culture of food safety is to establish clear internal standards that exceed regulatory requirements, enforce them consistently, and to automate what you can. Food safety risks can occur almost anywhere along the supply chain, at the supplier, in storage, or during transport. TraceGains offers visibility into supply chain threats and regulatory risks for existing, experimental, and alternative ingredients and raw materials across suppliers and geographies.



6. Managing Labels and Claims

In an era where consumers are engaged, informed, and making purchases based on dietary restrictions, ingredient considerations, and health concerns, ensuring labels and claims are compliant and accurate is crucial for manufacturers and brand owners. Finding compliant ingredients from qualified suppliers is half the battle. Add FDA requirements for function claims to the growing demand for clean labels, and teams can quickly fall behind schedule or go over budget. TraceGains delivers a single source of truth for qualified ingredients and materials so teams can address claims, labeling issues, and other compliance-related requirements up-front.



7. Managing Specifications

It can be a time-consuming exercise to finalize specifications with suppliers, especially when specifications are managed in static tools like Word documents or PDFs and communication is through email. TraceGains provides a networked platform containing company-wide digital specifications where teams collaborate directly with suppliers and co-manufacturers. All stakeholders in the organization, regardless of their department, can access it quickly, and the latest specifications are published to suppliers to eliminate version control issues.



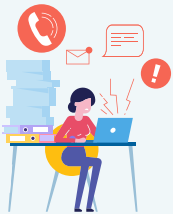
8. Lack of Business Insight

The amount of disruption happening today requires businesses to respond in real-time. When documents are collected and stored in a filing cabinet or a shared drive, you can't mine the data for business insight into things like risk profiling, trending, and other essential information. TraceGains extracts data from the documentation required throughout the supply chain and at every stage of product development, converting it into dashboards and reports for real-time business insight.



9. Costs and Limits

Cost is an essential factor in new product development. After the marketing department conducts market research and analysis to determine the price consumers are willing to pay for a product, the development team conducts additional research and calculations to determine feasibility. And that's just for cost. There are several other crucial criteria and limits product teams must consider. With TraceGains, teams can compare formulation factors against predetermined limits for cost, compliance, additives, and more to find the best combinations before physical trial testing.



10. Manual Processes

Whether its qualifying suppliers, iterating recipes, or reviewing specifications, manual processes are no longer an option for companies that want to compete. TraceGains turns documentation into digital records and automates routine tasks that turn your supply chain into a data-powered strategic asset and an engine for innovation. When this happens, your business can respond quickly to market, customer, and supply chain shifts that impact product development.

Product Innovation Can't Wait

Getting products to market faster demands more efficiency and speed at every stage of new product development. Supply chain quality assurance, sourcing, specification creation, and formulation require better collaboration between teams, suppliers, and co-manufacturers. TraceGains helps eliminate internal and external silos, replacing them with a networked platform that connects teams, automates business processes, and standardizes and digitizes supply chain and product documentation so teams to work smarter.

Ready to
launch faster?
[Request a demo](#)