PRIVATE LABEL PRODUCT LIFECYCLE MANAGEMENT COLLABORATION

A LOOK AT HOW RETAILERS, MANUFACTURERS AND SUPPLIERS SHARE INFORMATION ACROSS THE SUPPLY CHAIN



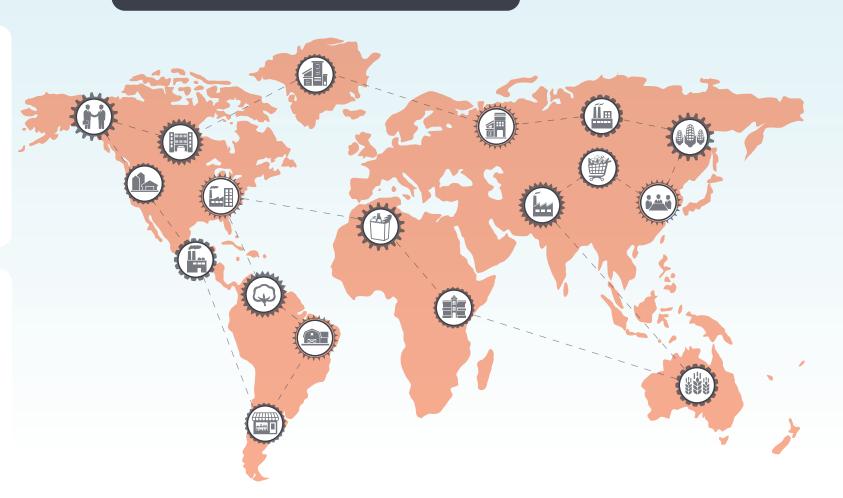
BENEFITS OF COLLABORATION

93%

said their organization is more **productive** because of their ability to **collaborate**

82%

believe better collaboration can offset costs associated with the industry's top market pressures



HOW DO YOU COLLABORATE?



Use offline tools like Excel documents and email to communicate



Use online tools created specifically for the product lifecycle process



Use other, general online tools, like Dropbox or Google Docs

62%

Of those using offline tools rated their collaboration as "poor" or "fair"

50%

Of those who use online tools specifically for the product lifecycle process rated their collaboration as "excellent"

THE TOP THREE COLLABORATION CHALLENGES



41%

Stakeholder misalignment on common objectives



34%

Incorrect specifications and ingredients



32%

The need to protect proprietary information and shield best practices from competitors

PRIVATE LABELSTAKEHOLDERS ARE MOST FOCUSED ON



Cost contro



Improved consumer confidence



40%///////

Improved time to market