



Digital Innovation, PLM and
Organization Transformation,
Associate Director, Corporate R&D



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Leading Digital Transformation

How PLM Supports the Digital Value Stream



P&G — A COMPANY OF LEADING BRANDS

P&G is organizing its portfolio around 10 product categories and about 65 brands. These are categories where P&G has leading market positions and where product technologies deliver performance differences that matter to consumers.

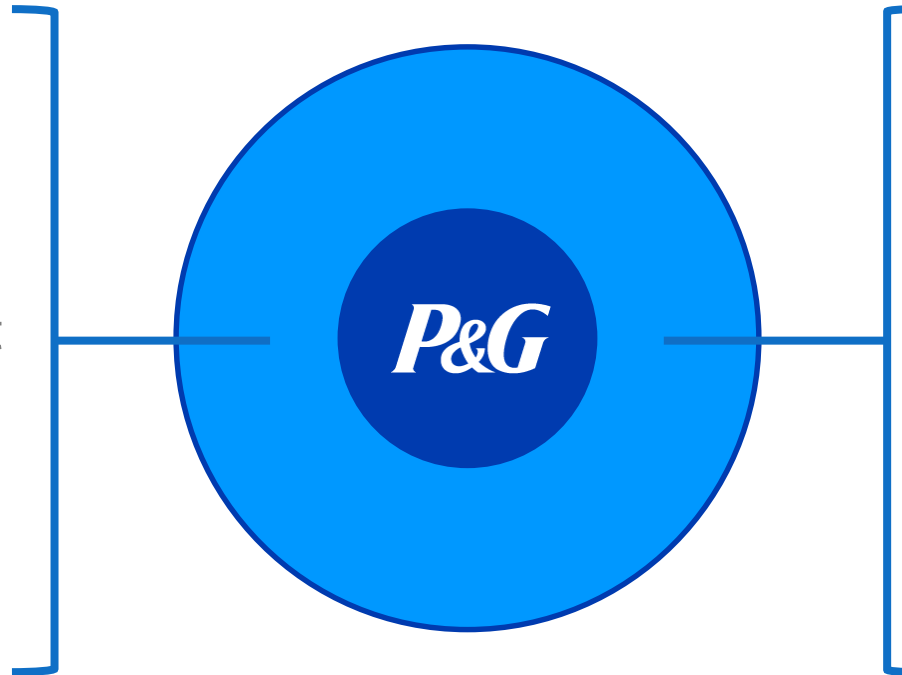
Baby Care	Feminine Care	Family Care	Fabric Care	Home Care	Hair Care	Skin & Personal Care	Grooming	Oral Care	Personal Health Care
									

*Not representative of all brands

Why a digital transformation?

External Factors

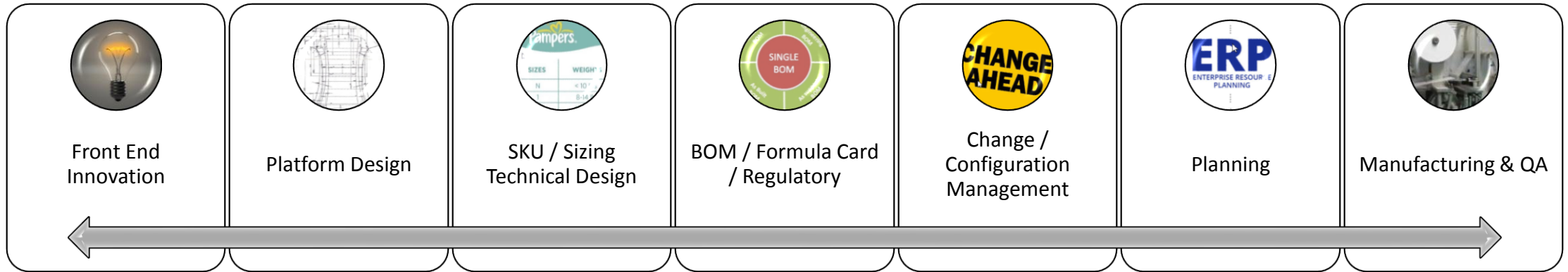
- Our business model is under attack
- Our stakeholders expect accurate and complete product data
- ↓ # of brands and # of categories



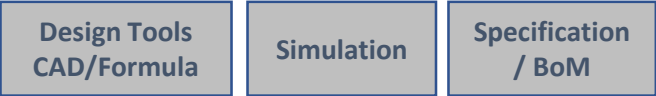
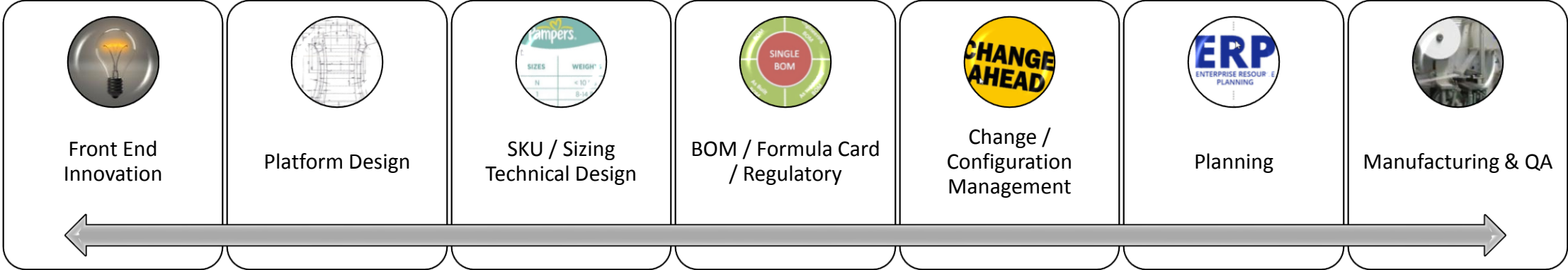
Internal Factors

- Sequential/Disconnected work processes
- Email and Spreadsheets
- Manual data re-entry
- Real-time global collaboration is impossible

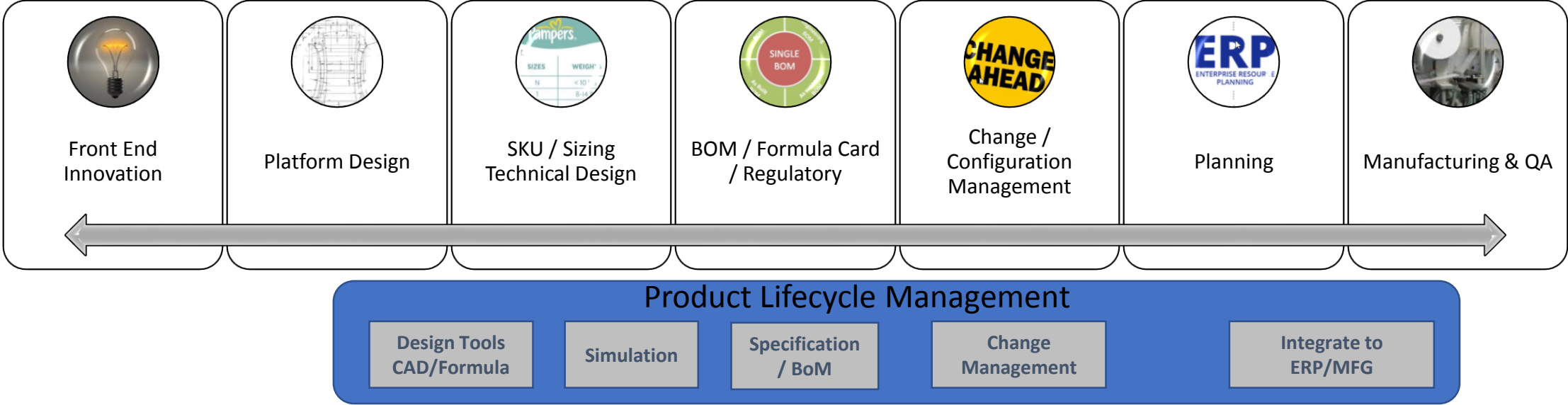
Digital Value Stream



Digital Value Stream – *Product Data Management*

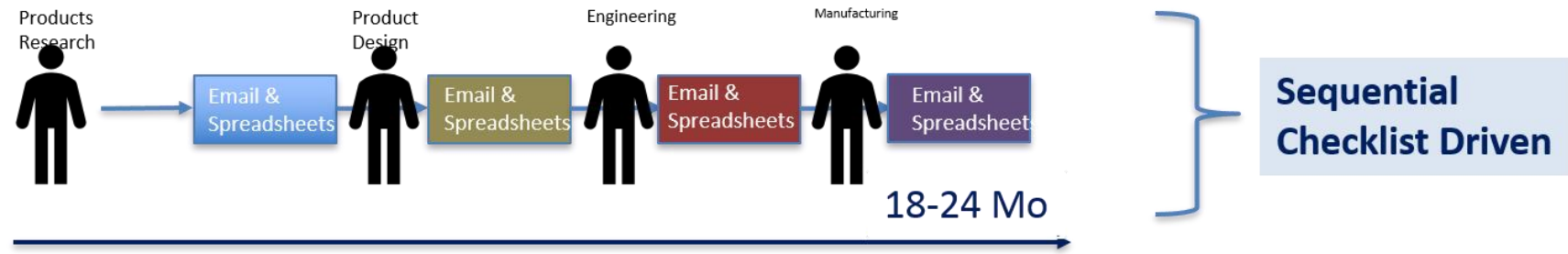


Digital Value Stream – *Product Lifecycle Management*

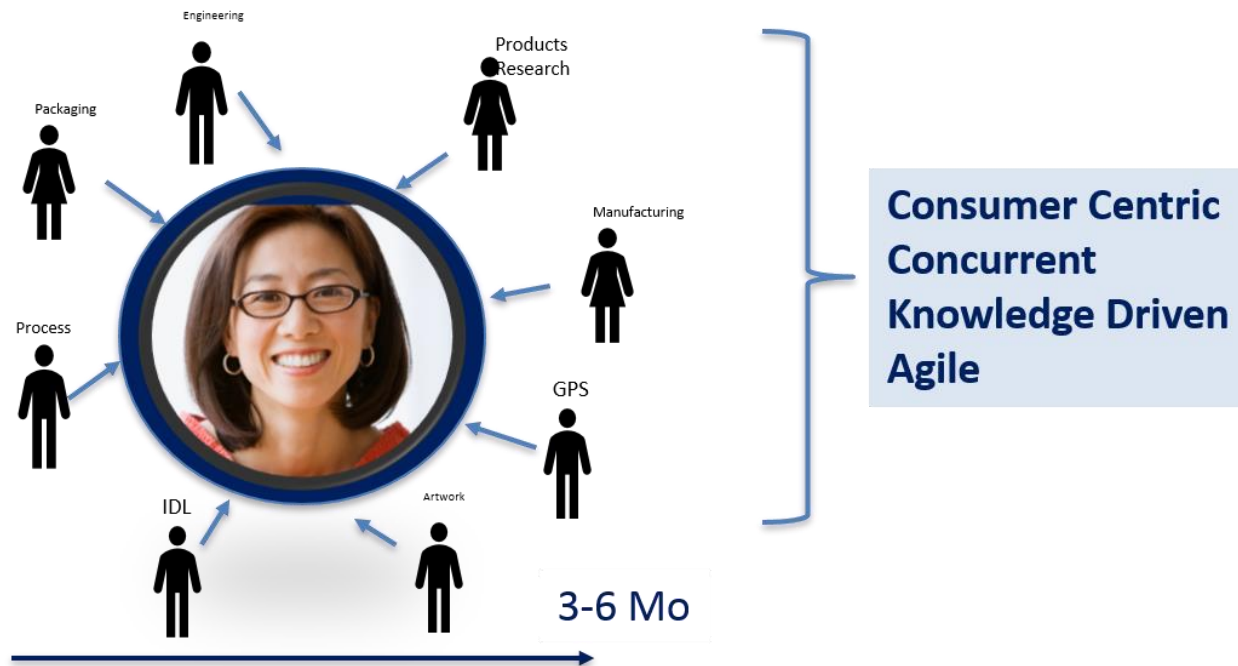


Innovating at the Speed of the Market

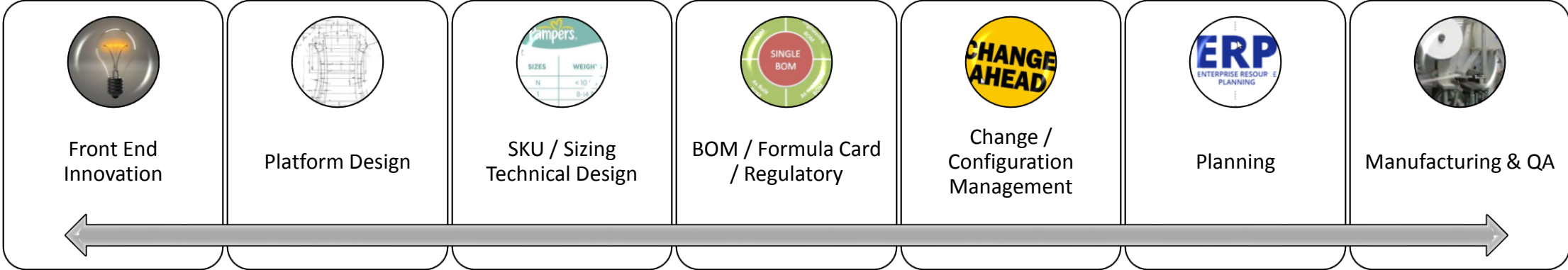
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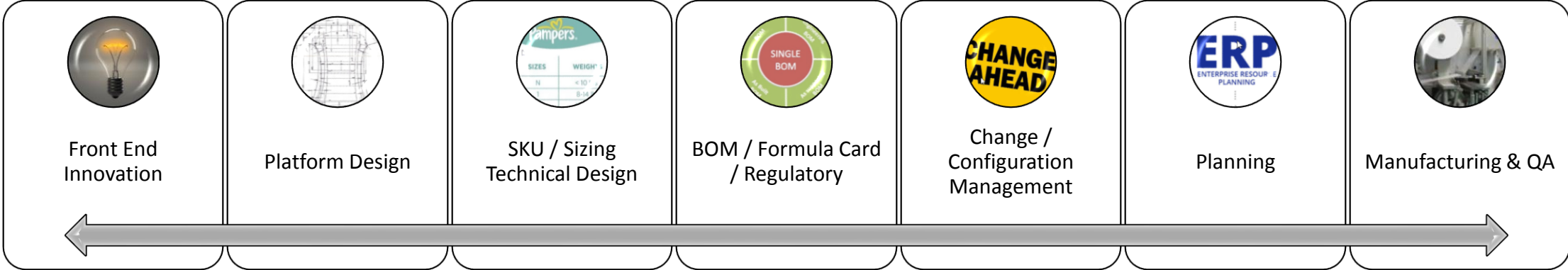
To



Digital Value Stream – *Concurrent Innovation*



Digital Value Stream – *Concurrent Innovation*



Model Based Design: Digital Twin / Digital Thread

Data Lake: Capture, Integration and Activation

Operations: IT Operations, Cybersecurity, User Engagement

Concurrent Innovation

Key elements to enable Concurrent Innovation



Digital Twin / Digital Thread – What it is and Why it Matters



Transform work processes to enable real time, concurrent work processes and operations with knowledge-driven work plans

Embrace Digital Twin and Digital Thread of physical design and project scope in enterprise system to trace design history, connect systems for touchless master data and advanced analytics

2018 30TH AWARDS FOR PACKAGING INNOVATION



Air Assist – Diamond Award

Ken McGuire



- Leveraged Digital Twin approach for platform design & development
 - Package design via parametric model(s) in CATIA
 - Key equipment change part design via parametric models in CATIA
 - First platform design where we had forward-looking Models or Simulations covering:
 - Consumer requirements
 - Process Unit Operations
 - FEA meshes for simulations linked to Package and Equipment CAD

Concurrent Innovation – Value Drivers

- **Superior Innovation / Increased Sales**
 - Efficiently explore more diverse design space
 - Superior quality
 - Enables broader definition of “product”
- **Increased Speed to Market and Reduced Development Costs**
 - From Sequential, Checklist Driven to Consumer Centric, Concurrent, Knowledge Driven work process
 - Physical to Virtual
 - Automation
- **Supply Chain Optimization**
 - Common data model and one source of truth enables cost optimization (e.g. 3-6% material savings)
 - Superior Quality

Questions?





