CONSUMER PRODUCTS
Consumer product manufacturers have always adapted to consumer behavior, but in today’s social media culture, consumers’ desires may literally change in a moment. The result? Product development and replenishment lifecycles shrink; supply chains feel the impact of every buying pattern shift; and manufacturers face tightening margins.

In order to gain share and increase profit, consumer products must meet customer demand on the shelf and address the ongoing demand for new products. At the same time, they must effectively manage their margins and comply with ever-evolving safety and environmental regulations.

To be a successful consumer product manufacturer in these challenging times, it is critical that you have a truly effective enterprise resource planning (ERP) solution — one that grows and adapts to changing business requirements. QAD Cloud ERP and QAD Enterprise Applications for on premise deployments are built for consumer products manufacturers.

**BUILT ON A STRONG FOUNDATION**

With over 700 consumer product manufacturing sites live in over 60 countries, QAD has a proven record of providing effective ERP for consumer product manufacturers.

QAD actively works with customers in a number of development and industry groups. Learning from these initiatives, QAD incorporates the best processes and features to help consumer product manufacturers readily adapt to changes in their consumer demand, production, delivery, financial and supply chain needs in today's global marketplace.
BUILT WITH A CLEAR FOCUS

Focus on Meeting Customer Demand on the Shelf
Consumer product manufacturers can never have too much information about consumer behavior. Today, manufacturers rely on point of sale data and store level data to improve planning and fulfillment.

QAD Demand Planning uses mathematical models based on consumer data to build and manage accurate forecasts, uncovering seasonality and other consumer buying patterns. QAD Business Intelligence helps manufacturers quickly evaluate business situations to make informed decisions, such as production and distribution decisions.

QAD Warehouse Management offers a complete range of task automation, picking, quality control, replenishment and inventory analysis across multiple warehouses. Consumer product companies use QAD Enterprise Applications to support frequent deliveries that reduce stock-outs at the shelf.

Focus on Successful Promotions
Consumer product manufacturers expend enormous amounts of money on trade spending and promotions, using a variety of techniques such as coupons, bundling and discounting programs. But what works?

QAD’s Trade Activity Management offers manufacturers full visibility into promotional processes and metrics, and includes a set of automated promotion processes to reduce the likelihood of errors. Integrated with QAD Demand Planning and QAD Business Intelligence, it matches forecasts to results, and offers a wide range of reports and what if analyses to model future promotions.

Focus on Product Innovation
Delivering new products quickly to the marketplace is critical to the success of consumer product companies. Structuring manufacturing operations and processes to adapt to a variable product mix helps manufacturers roll out new products quickly and more cost effectively.

QAD Lean Manufacturing supports consumer products companies that adopt lean quality principles including Kanban, takt time calculations and visual control and safety methods. QAD Configurator enables a manufacturer to develop configure-to-order products quickly and without the need for engineering support on an order-by-order basis.

Focus on Margins
In an environment where consumers are more selective about where and how to spend their money and private label suppliers undercut the pricing of branded suppliers, pressures to drive margins in the consumer products industry is higher than ever. Increasing promotion frequency, providing customer self-service and putting product configuration directly in the hands of consumers all contribute to margin improvement.

QAD Customer Self Service (CSS) supplies a sophisticated Web storefront tool for self-service sales transactions and inquiries. This enables manufacturers to take orders QAD CSS integrates with QAD Configurator to even allow customers to configure products over the Web without assistance. QAD Trade Activity Management helps companies manage promotions, trade spending and rebates and drawbacks.

Focus on Safety and Compliance
When a single blog post or a flurry of tweets can highlight quality issues to the world in a split second, consumer product manufacturers must adhere to standards and industry certification standards such as ISO. Managing recalls effectively not only preserves brand reputation it protects profitability too. Achieving product safety and compliance reaches across the supply chain, which must adhere to the same standards, practices and regulations.

QAD QMS (Quality Management System) provides the functionality to meet ongoing quality system requirements, while sharing quality data across all manufacturing and supply chain processes. It enables consumer product companies to configure business processes to ensure they meet internationally recognized compliance requirements.

QAD Lot Trace Workbench helps companies manage product recalls, and the identification and location of all products through every manufacturing and
A functionally rich, fully tested, enterprise-strength application used by thousands of customers. You also get QAD’s legendary customer support experience that has won QAD legions of devoted users.

QAD’s subscription offerings in the QAD Enterprise Cloud provide you flexibility in managing your IT environment. You may choose a seamless blended deployment with some sites running on premise and some in the cloud.

For large consumer product manufacturers, this flexible deployment model makes it straightforward for multiple sites to start up new operations or integrate with existing ERP sites.

Smaller consumer product manufacturers also benefit from QAD Cloud ERP because it enables you to have a state-of-the-art ERP system without a large up-front capital investment. Planning for growth is easy because you know the cost to simplify budgeting, and you can add users with a single phone call. You get all the power and flexibility of QAD Enterprise Applications with the ease and simplicity of QAD Cloud ERP.

QAD ENTERPRISE APPLICATIONS: A COMPLETE SUITE BUILT FOR CONSUMER PRODUCT MANUFACTURING

QAD Cloud ERP and QAD Enterprise Applications for on premise deployments enable consumer product manufacturers to effectively:

- Address the need for meeting consumer demand “on the shelf”
- Introduce new products faster and more effectively to meet demand
- Optimize processes across manufacturing, the supply chain and customer facing operations, with an emphasis on quality, cost and delivery while maintaining the desired level of operational performance.
- Support global growth, expansion and margin improvement.
- More rapidly meet ever-evolving safety and regulatory requirements.
- Access and analyze processes and data, particularly in terms of consumer behavior with visibility to make rapid, fact-based business decisions.
- Deploy in the cloud or on premise using proven implementation and migration services.
- Operate sites simultaneously in the cloud and on premise with a single view of transactions and information across all business entities.

To learn more about QAD Enterprise Applications, please visit www.qad.com.