

# Post-Launch Optimization: Driving Data-Driven Growth in Food & Beverage





# Contents

|                                                     |   |
|-----------------------------------------------------|---|
| The Role of Data in Food & Beverage Decision Making | 4 |
| 1. Tracking & Launch: Ensuring Smooth Execution     | 5 |
| 2. Product Allocation: Optimizing Market Entry      | 6 |
| 3. Performance Review: Continuous Optimization      | 7 |
| Conclusion                                          | 8 |





# PRODUCT LAUNCH JOURNEY





# The Role of Data in Food & Beverage Decision Making

In an era where consumer behavior changes at lightning speed, data is the currency that keeps Food & Beverage (F&B) businesses competitive. Those who understand how to capture, interpret and act on data insights gain an undeniable edge—allowing them to predict trends, optimize operations and refine product offerings with pinpoint accuracy.

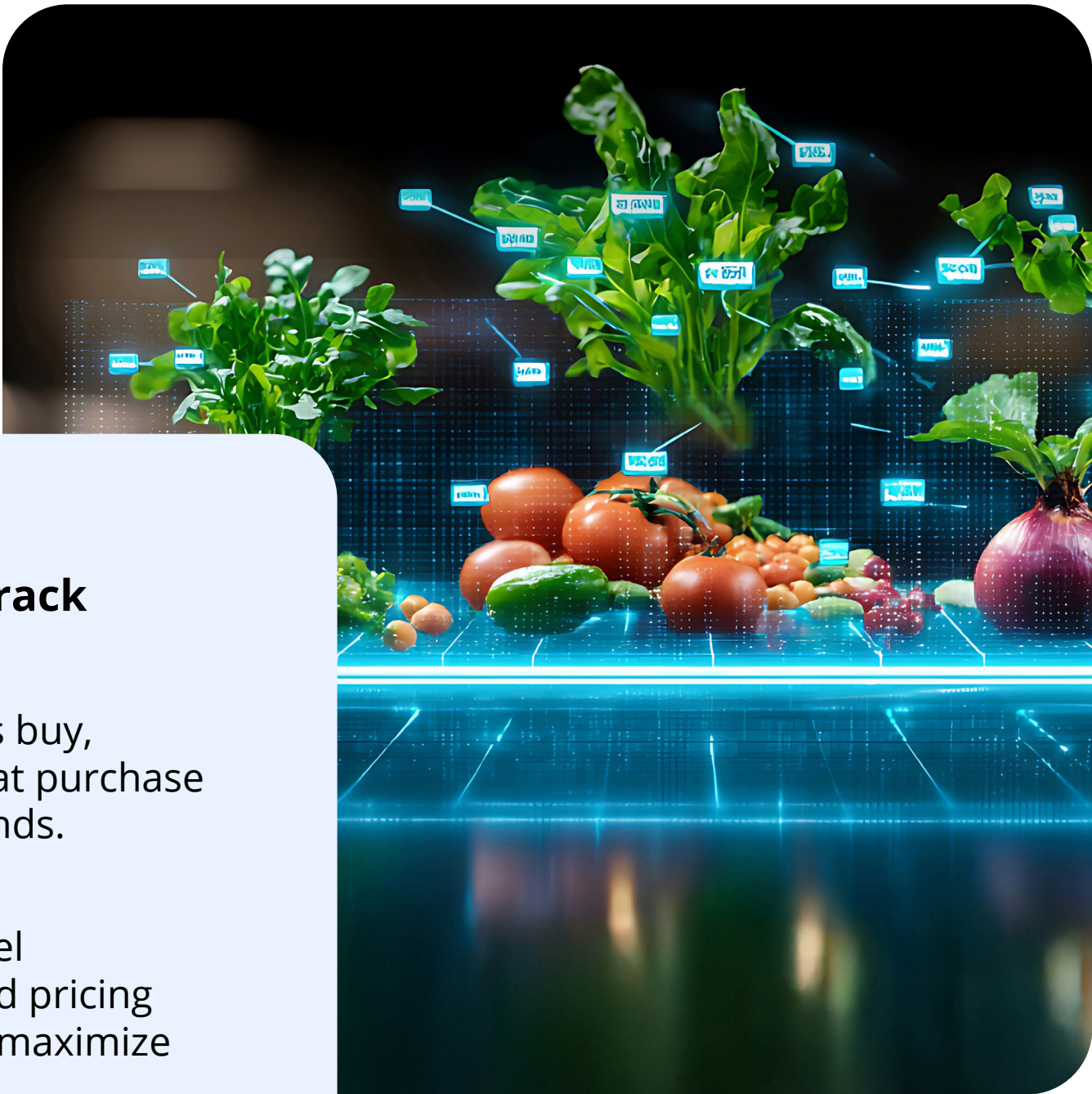
## Why Data Matters

- **Companies leveraging data-driven strategies report 30% higher efficiency in operations.**<sup>1</sup>
- **Businesses using real-time insights improve their responsiveness to demand fluctuations, reducing stockouts and overproduction.**
- **Predictive analytics in F&B reduces waste by up to 20%, leading to cost savings and sustainability.**<sup>2</sup>



1. "The data-driven enterprise of 2025", January 28, 2022, [mckinsey.com](https://www.mckinsey.com)

2. "Edges of Southeast Asia Second Edition", 12 Nov 2024, [deloitte.com](https://www.deloitte.com)



## Checklist:

### What every F&B Leader should track

- ☐ **Consumer Behavior & Preferences**  
Track what, when and why customers buy, identifying shifting preferences, repeat purchase rates and emerging consumption trends.
- ☐ **Sales Performance & Margin Metrics**  
Monitor top-performing SKUs, channel performance, promotional impact and pricing effectiveness to protect margins and maximize revenue.
- ☐ **Supply Chain & Inventory Performance**  
Ensure product availability while minimizing excess stock, waste and obsolescence through real-time visibility and demand alignment.
- ☐ **Competitive & Market Dynamics**  
Stay ahead of pricing shifts, competitor innovation, assortment changes and private label expansion.
- ☐ **Regulatory & Compliance Monitoring**  
Continuously adapt to evolving regulations, labeling updates and food safety standards across regions.



# 1. Tracking & Launch: Ensuring Smooth Execution

A successful product launch requires seamless coordination, strict timeline management and proactive issue resolution. Without a centralized system, teams risk delays and budget overruns.

**Key Evaluation Criteria:**

- **Project Milestones:** Tracking progress from formulation to production
- **Bottleneck Identification:** Identifying and resolving roadblocks in real time
- **Regulatory Readiness:** Ensuring all compliance requirements are met before launch
- **Budget Adherence:** Monitoring costs to avoid overruns and maintain profitability

**Solution**

**Centric PLM for End-to-End Product Launch Management**

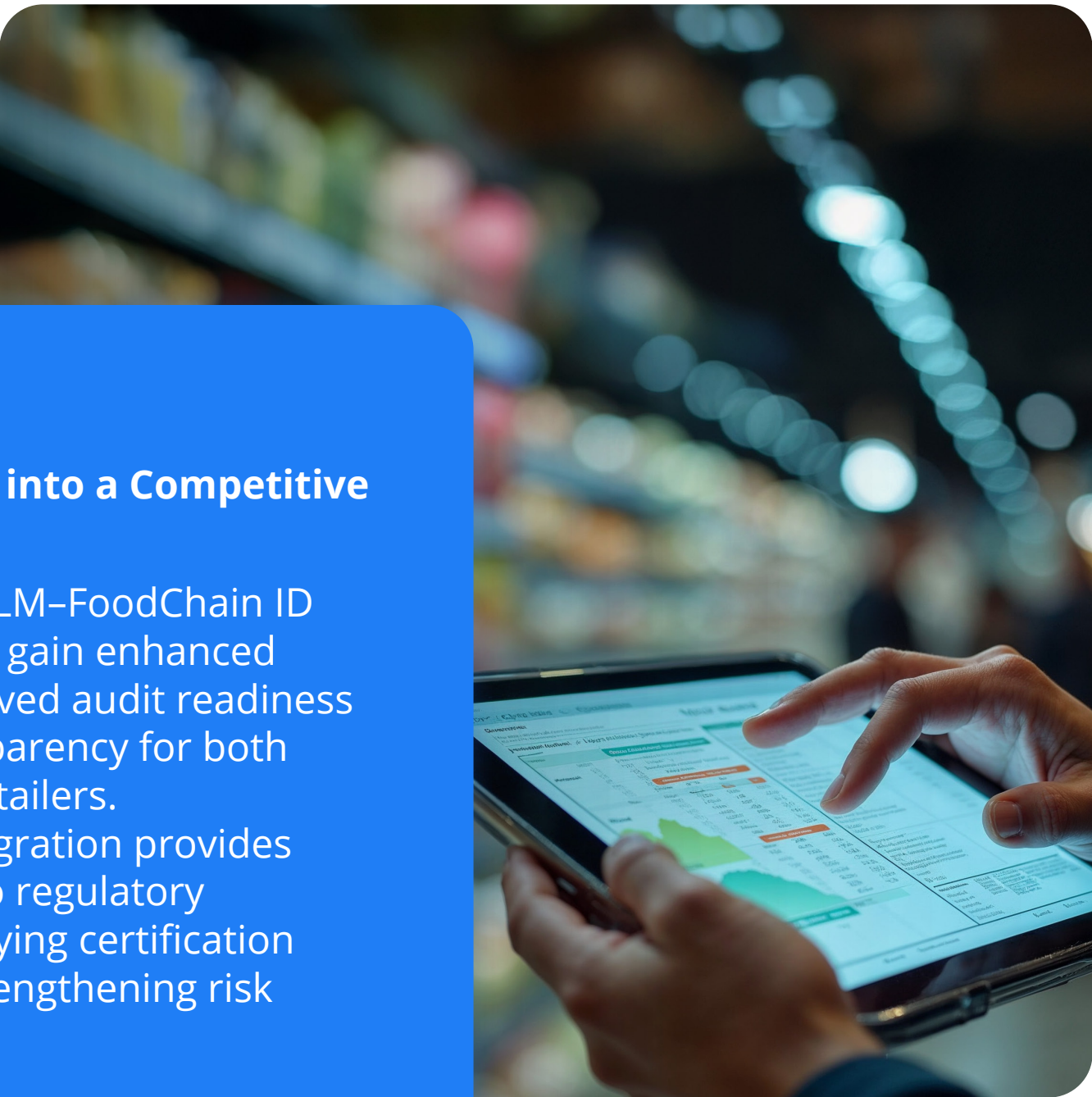
Centric PLM optimizes product launches by:

- Tracks progress from formulation to production in real time in a centralized dashboard.
- Using workflow alerts and task management tools.
- Automates compliance tracking and approvals to ensure regulatory readiness before launch.
- Monitors costs across materials, production and packaging with cost dashboards and analytics.

Highlight

**Turn Compliance into a Competitive Advantage**

With the Centric PLM–FoodChain ID connector, brands gain enhanced traceability, improved audit readiness and greater transparency for both consumers and retailers. This powerful integration provides real-time access to regulatory databases, simplifying certification workflows and strengthening risk management.



“The gains are immeasurable. Before the Centric PLM implementation, it would have been necessary to update each spreadsheet for each product. Now we only need to update the raw material and all related products are automatically updated. This change would otherwise take months!



*Brazilian market leader in the clinical nutrition industry.*





## 2. Product Allocation: Optimizing Market Entry

A successful product launch is only as effective as its market placement. Proper allocation ensures that products reach the right markets and store formats to maximize impact.

### Key Evaluation Criteria:

- **SKU Forecasting:** Assess demand for different store formats and regions
- **Category Plan Alignment:** Ensuring new products fit into category strategies
- **Distribution Strategy:** Defining store allocations based on sales potential and regional preferences

### Solution

#### Centric Visual Assortment Board for Data-Driven Allocation

Centric Visual Boards empower category managers to:

- Drag and drop available SKUs and assign them to regions and store formats visually.
- Enables stakeholders to see how each SKU fits within the overall assortment.
- Adjust allocation and forecast with what if scenarios to optimize regional and channel impact.

3. "Fortune or fiction? The real value of a digital and AI transformation in CPG ", October 3, 2024, [mckinsey.com](#)

"For a food and beverage company with \$10.0 billion in revenue, the value at stake from implementing digital and AI successfully and comprehensively across the full value chain is between \$810.0 million and \$1.6 billion, driven by both top-line growth and productivity gains."

McKinsey <sup>3</sup>



"As we embark on a company-wide business transformation, we identified an opportunity to develop digital product management expertise. Our rapidly expanding portfolio and growth model adds a level of complexity to our business, and we need a best-in-class PLM solution to speed-up the process."

**QUALITY**  
GROUP

*Germany's leading company for sports nutrition, dietary supplements and low-sugar, high-protein products.*





### 3. Performance Review: Continuous Optimization

Long-term success requires ongoing performance monitoring. Without proper tracking, businesses may struggle to adapt to market shifts or optimize product success.

**Key Evaluation Criteria:**

- **Sales Forecast Accuracy:** Comparing predicted vs. actual sales performance
- **Consumer Feedback:** Analyzing market reception and making necessary improvements
- **Competitive Performance:** Benchmarking against industry leaders to maintain a competitive edge

**Solution**

**Centric Visual Assortment Boards Real-Time Performance Tracking**

Centric Visual Boards when connected with PLM, ERP and marketing intelligence tools can provide:

- Visualizes predicted vs. actual sales per SKU, region and store format.
- Identify gaps and adjust assortments quickly using scenario planning.
- Adjust allocation and forecast with what if scenarios to optimize regional and channel impact.
- Compare SKUs with competitors, highlighting trends and optimization opportunities in real time.

“Food data analysis tools help businesses look at various regions of their operations including sales, customer service and product development. This leads to the identification of weak points, growth opportunities and enhanced business operations.”

Prasanna Chitanand,  
Express Analytics <sup>4</sup>



“We are already seeing improved visibility, communication and coordination across departments and PLM’s streamlining capabilities across multiple functions will support our international growth.”



Leading Jordanian manufacturers of  
Mediterranean food since 1926.



4. Prasanna Chitanand, “Data Analytics in the Food and Beverage Sector: Examples and Uses”, January 25, 2024, [expressanalytics.com](https://www.expressanalytics.com)



# Conclusion:

A successful launch is only the starting point. Sustainable growth depends on real-time visibility across execution, allocation and performance. With integrated data guiding decisions, F&B organizations can respond faster to demand shifts, optimize inventory and continuously refine their market strategy.

By turning post-launch insights into proactive adjustments, businesses protect margins, improve forecast accuracy and unlock long-term revenue potential.

Ready to strengthen your Post-launch strategy?  
Discover how data-driven PLM empowers  
smarter, faster product development.

BOOK A DEMO





# About Centric Software®

From its headquarters in Silicon Valley, Centric Software provides the market-leading AI-enabled product lifecycle management platform for food & beverage manufacturers, grocery, brands and multi-category retailers. As experts in all fast-moving consumer goods, Centric Software delivers best-of-breed solutions to design, develop, source, comply, buy, make, package, assort and sell products. Centric Software solutions optimize the product portfolio, harmonize product offers and streamline product development by speeding time to market and innovation while enhancing quality control and ensuring regulatory compliance.

- **Centric PLM™** features integrated industry best practices and innovative, AI-enabled capabilities tailored for food and beverage manufacturers, retailers and food service providers. Seamlessly manage the overall product lifecycle, from initial concept and formula development to packaging, quality, supplier collaboration, nutritional labeling, production, SKU rationalization and beyond. Results include up to a 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Visual Boards™** are a visually oriented product portfolio optimization tool. A singular accessible workspace pulls in real-time data and imagery from multiple business systems. It is a new, visual way of working to ensure robust, consumer-right product offers, dramatically decreasing assortment development cycle time.
- **Centric PXM™** AI-powered product experience management (PXM) encompasses PIM, DAM, content syndication and digital shelf analytics (DSA) to optimize the product commercialization lifecycle resulting in a transformed brand experience. Increase sales channels, boost sell through and drive margins.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

*Centric Software is a registered trademark of Centric Software, Inc. in the US and other countries. Centric PLM, Centric Planning, Centric Pricing & Inventory, Centric Market Intelligence, Centric Visual Boards, Centric PXM, Centric PIM, Centric DAM, Centric Shoppingfeed® and Centric DSA (including Centric Digital Shelf Analytics) are trademarks of Centric Software, Inc. All third-party trademarks are trademarks of their respective owners.*

 **CentricSoftware®**  
[www.centricsoftware.com](http://www.centricsoftware.com)



BOOK A DEMO

