

Data Driven R & D for Consumer Products

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The global Consumer Product's industry team has developed **Data-Driven R&D for Consumer Products**, a new offer that includes capabilities from the consumer products industry team, Tessella (part of Capgemini Engineering), Capgemini Engineering, Capgemini Invent and our Insights & Data practice. The offer combines scientific expertise, experience and understanding leveraging the latest in data science, data engineering and AI to help consumer product brands accelerate and improve R&D processes, as well as build the maturity of their R&D function.

Data Driven R&D for CP is a new offer from Capgemini that helps CP brands dramatically improve the scope, integration, speed & success of their R&D function—transforming R&D from a cost center to a value driver. This offer addresses two key challenges facing CP brands:

1. How to infuse data, insights and AI w/in R&D at scale to create accelerated value and sustained competitive advantage
2. How to fully integrate R&D within the value chain to ensure prioritization, focus and speed to market.

Capabilities | Data-Driven R&D for CP

- Predict how micro-adjustments .
- Link formulation variables to complex process engineering variables .
- Leverage digital twins
- Improve data sharing and access
- Unify model development and management
- Simplify the regulatory environment

Value Chain

- Supply Networks
- Manufacturing
- Distribution
- Commerce
- CX

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