Veeva

Food & Beverage Industry Digitalization

Inside: Learn About Veeva's Solutions for F&B and More!

Veeva's Food & Beverage Industry Software Solutions

Inside: Learn more about Veeva and how we're helping industry leaders in F&B bring high-quality, safe, and sustainable products to market faster.

Veeva | Food & Beverage

Delight Your Consumers with Safe, Trusted, and Sustainable Products.

Advance your reputation.

Set a new standard within the F&B industry by being the organization consumers trust and prefer to buy from, employees are proud to work for, and partners enjoy working with.

Drive better business outcomes.

Be agile in the face of changing F&B market trends while bringing consistently safe, trusted, high-quality products to market.

Stay ahead of your competition.

Move faster than your F&B competitors—without compromising compliance—using Veeva's hands-on approach, proven solutions, and commitment to continuous innovation.

KEY F&B USE CASES

Unified Food Safety and Quality

Moving towards predictive food safety & quality through a unified food safety and quality solution providing assurance and control.

HACCP at Enterprise Scale

Effectively manage the deployment of HACCP and food safety knowledge of complex product portfolios across manufacturing locations.

Digital CoA Processing

Significantly reduce the human effort to review and verify Certificates of Analysis (CoA), and unlock greater insights into material and supplier quality.

Supplier FSQ Management

Streamline communication and ensure compliance across your entire supply chain with supplier FSQ management.

Food Safety Compliance Auditing Capability

A complete set of digital auditing tools to assess compliance of your own facilities and those of your suppliers to food safety and quality standards.

Sustainability and ESG in Food & Beverage

Build confidence in today's dynamic and uncertain regulatory world of sustainability and ESG.

Digital Advertising Claims Management

Increase speed of innovation and reduce risk with effective and efficient digital management of product and advertising claims across the enterprise.

Learn more at **https://www.industries.veeva.com/food-beverage**

QualityOne

A single, unified application that can manage quality processes across your entire organization

Using QualityOne for quality and HSE incident management makes it possible to easily and effectively manage document control and training, quality processes and incidents in a single application. With an intuitive, easy-to-use and unified application, companies can streamline operations and gain a holistic, real-time view of quality to make faster and more informed decisions.

QualityOne

Veeva

Enable real-time collaboration and transparency to ensure compliance and agility across your entire supply chain

Managing quality gets more complicated every day. New and changing regulations make it difficult to stay current and compliant. Global supply chains mean more outsourcing and more requirements. And an expanding product mix puts further strain on limited quality resources.

Amidst these external pressures, many organizations have reached a critical point in their business and must modernize their quality systems in order to remain competitive.Outdated quality management systems (QMS), whether aging software or paper-based, are complicated, fragmented, and unable to fully meet today's complex business and compliance requirements.

Veeva QualityOne can improve visibility and collaboration across your entire organization and supply chain to bring products to market faster without compromising compliance.

Why Veeva QualityOne?

Veeva QualityOne, a unified cloud-based application, enables real-time collaboration and transparency to ensure compliance and agility across your entire supply chain. QualityOne is a cloud-based Quality, Health, Safety and Environment (QHSE) management software solution that makes it possible to easily and effectively manage document control and training, quality, food safety processes and HSE events in a single application. With an intuitive, easy-to-use and unified solution, companies can streamline operations and gain a holistic, real-time view of quality to make faster and more informed decisions.

Drive Value for Your Business

Unifying Quality Processes

Unifying disparate quality processes across quality, health, safety, and environmental management.

Consistent Compliance

Well-defined quality processes and real-time visibility into activities improves safety and risk management.

Speed

Simple-to-use, accessible, cloud-based application enables teams to confidently move faster.

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RegulatoryOne

A global authoritative source for regulatory compliance and product information

Content and data converge on a single cloud platform to unify registration tracking, correspondence and commitments, submission document management, dossier publishing, and regulatory submissions archiving.

RegulatoryOne

Veeva

RegulatoryOne is your global authoritative source for regulatory information management

Unifying regulatory data, documents, dossiers and registrations

Bringing compliant products to market has never been more complex. Compounding an ever-changing regulatory landscape is the fact that most companies still struggle with poor data quality, duplication, and limited visibility into regulatory activities because of disjointed processes. Reducing and managing this complexity is a critical step in satisfying compliance requirements globally and accelerating a product's time to market.

RegulatoryOne provides a global authoritative source for regulatory documents and information. Content and data converge on a single cloud platform to unify regulatory data, documents, dossiers, and registrations.

Establishing a single source of truth for regulatory information dramatically increases efficiency. Data and documents are entered just once and are accessible in any context. This approach minimizes discrepancies and uncontrolled copies, ensuring your information is accurate, timely, and easily found. Organizations can respond faster to product and regulatory changes or compliance concerns.

Key Business Benefits

- **Velocity to Market:** Today's market forces demand that companies stay agile and responsive to meet regulatory changes and customer expectations. From quickly assessing the impact of a proposed product or formulation change, to locating the substantiating and source documentation, and finally coordinating activities on a global, regional and local basis, RegulatoryOne has you covered.
- **Reliable Data:** Create a single source of truth for your product portfolio by capturing timely and accurate information. Information and content are stored once and can be accessed globally. This ensures data integrity as you coordinate product release processes across your stakeholders.
- **Global Coordination & Alignment:** As a cloud-based software solution, RegulatoryOne seamlessly orchestrates compliance related activities across manufacturing sites, supply chains, outsourced manufacturers and all internal stakeholders. Product information is accurate, timely and accessible throughout the entire product lifecycle.

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Veeva Claims

A single source of truth for all claims at global and local levels

Veeva Claims is designed for broad cross functional teams, typically legal, regulatory, R&D and marketing, to manage the end to end advertising and product claims lifecycle. With core Claims Management, as well as capabilities for Localization of Global Claims, Challenge Response, Packaging Copy Management, and Oversight and Insights into the global claims process, Veeva Claims can help companies reduce risk, accelerate time to market, and protect their brands.

Claims

Veeva

A single end-to-end solution for managing the advertising and product claims lifecycle

Advertising and product claims are critically important to companies, helping to define functional product benefits, differentiate from competition, and support the brand. The process of developing claims, substantiating, adapting to local markets, ensuring accurate translation to packaging and other assets, and monitoring usage is complex, involves multiple stakeholders, and can involve significant regulatory and legal risk for companies.

Veeva Claims provides a robust, cloud based solution that addresses five key business capabilities:

- **Claims Management** lies at the core of the application, and replaces email routing, shared folders, and spreadsheets that are commonly used today.
- **Localization of Global Claims** is handled seamlessly, with local approval workflows, translations, and variations to global footnotes or substantiation.
- **Challenge Response** is enabled through one click visibility to substantiation and usage in market, audit trails, and claim risk ratings.
- **Packaging Copy Management** reduces human error by drawing claims and other elements on packaging directly from the single source of truth into a digital packaging brief.
- **Oversight & Insights** through customizable reports and dashboards help optimize the process and gain a holistic view of claims across the enterprise.

Key Business Benefits

- **Reduced Risk:** Veeva Claims provides a single source or truth for claims at the global and local level, minimizing the chance of unapproved claim usage. High risk words can be flagged prior to claim submission, and claim risk ratings provide transparency. Rapid challenge response is enabled through direct links to substantiation and downstream usage.
- **Faster Speed to Market:** Custom workflows and collaboration tools replace email to speed claims through the substantiation and approval process. Route bundles of claims associated with line extensions or new products. Local adaptations and approvals enable global product roll outs with full transparency down to the local level. Generate packaging briefs directly from the system or record, minimizing rework and changes.
- **Stronger Brand Stewardship:** Bring greater clarity and control to the process of managing marketing and product claims across functions and geographies. Reduce the probability of unapproved claim use, respond to challenges quickly and confidently, and protect the reputation of your brand.

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From Our Blog: Enabling Predictive Food Safety and Quality Management

By Geert Van Kempen,
Head of Food & Beverage Strategy, Veeva
and
Mark Bräsler
Director of Strategy, Food & Beverage Europe

Enabling Predictive Food Safety and Quality Management

It's the news that every food and beverage (F&B) manufacturer dreads - people are getting sick after consuming your product.

Employees scramble to shut down production lines and investigate the source. Leaders are demanding to understand the scale of the issue, faster than confident answers can be provided. Should we institute a recall? Of all the teams mobilized during these kinds of events, the news hits hardest for food safety and quality. Wondering what they missed. Could this have been avoided?

In the F&B industry, food safety and quality are imperatives. They are the bedrock of consumer and public trust. They take years of consistent performance to earn, and can be lost in an instant.

Until recently, most teams responsible for managing these critical processes were using yesterday's technology - disparate spreadsheets, email, outdated on-premise software, even paper files.

Leading F&B companies are now modernizing food safety and quality management with unified, cloud-based solutions that are purpose-built to allow them to evolve their approach from reactive to preventative, and ultimately to predictive. These initiatives promise to enable more streamlined operations and better business outcomes, as well as avert brand reputation damage and consumer suffering.

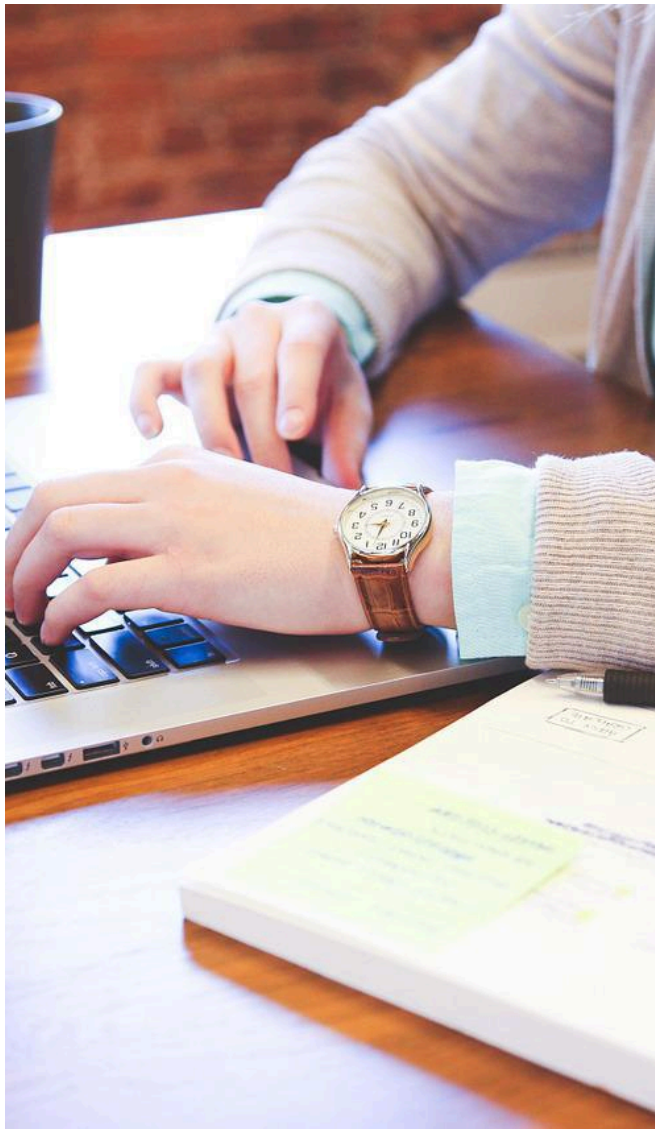
Unnecessary Risk: The Cost of Reactive Food Safety and Quality Management

There is consensus among F&B leaders that food safety is of the highest importance. However, at most companies, that prioritization hasn't translated into investments to modernize the systems that manage these processes. This introduces avoidable risk into these critical business areas and for consumers.

Inside the typical F&B manufacturer, the functions of food safety, quality, and occupational safety are managed using disparate systems that lack connectivity and require manual user input to communicate information transfers. Data quality, and access to data, is poor. The amount of work required to maintain the status quo forces companies into reactive mode, often only recognizing food safety and quality events after they've caused harm.

Following the business operations disruptions of the past few years, some forward-thinking food safety and quality leaders have recognized how untenable these outdated systems are for such critical business processes. Additionally, the workforce generation that set up and is most comfortable working in these systems is retiring. Meanwhile, new hires are increasingly vocal that these disjointed processes and disparate systems are inconsistent with stated organizational values and don't set team members up for success.

The most common food safety and quality management systems at companies today make it nearly impossible to comply with leadership requests to make data-driven decisions, proactively identify trends, or provide visibility. To drive better business outcomes and stay ahead of their competition, it's past time to modernize and unify.



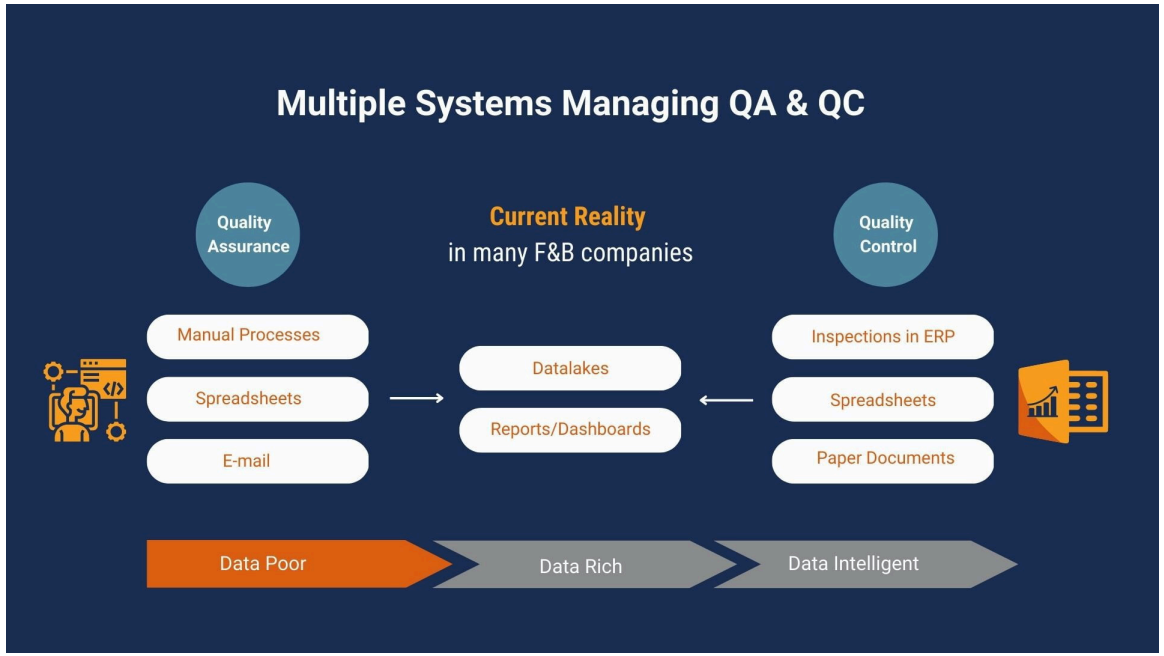
How Unified Systems Set the Foundation for Predictive Food Safety and Quality

In our work with leaders in the F&B industry, we've seen many recognize that technology solutions and digitization are required to move from reactive food safety and quality management to a more proactive and ultimately predictive approach. Achieving this evolution requires many elements, and at its foundation is having the right data.

If you're like most of your peer companies, your food safety and quality data is spread across multiple, disparate systems, and the context that brings meaning to that data is not harmonized.

Without bringing key food safety and quality documents, data, and processes into a single context on a unified platform, it's impossible to deploy the modeling necessary to achieve insight-driven predictive quality.

For example, when one of the authors worked in quality management at a top global CPG company, the team asked themselves if they could look upstream in their supply chain to identify risks that would increase the likelihood of a marketplace incident that would rise to the level of a product recall.



They looked at supplier non-conformances and non-conformances in manufacturing environments as "early warning" signals to indicate that facilities were at increased risk for a marketplace incident should these non-conformances go unnoticed in the future. After tremendous effort pulling together data from many sources and systems, the team did identify trends and patterns for early risk signals and proved the principle - events upstream in the manufacturing chain could identify increased risks of non-conformances downstream, and perhaps forewarn product recall.

But in a “data poor” environment, automation was not feasible due the misalignment of the data. The prospect of marshaling the resources necessary to replicate this type of analysis, or ongoing monitoring of these indicators, was simply infeasible. This predictive, risk-based approach could only be implemented if and when all data was captured in the same systematic way, embedded in the same master data, across the enterprise.

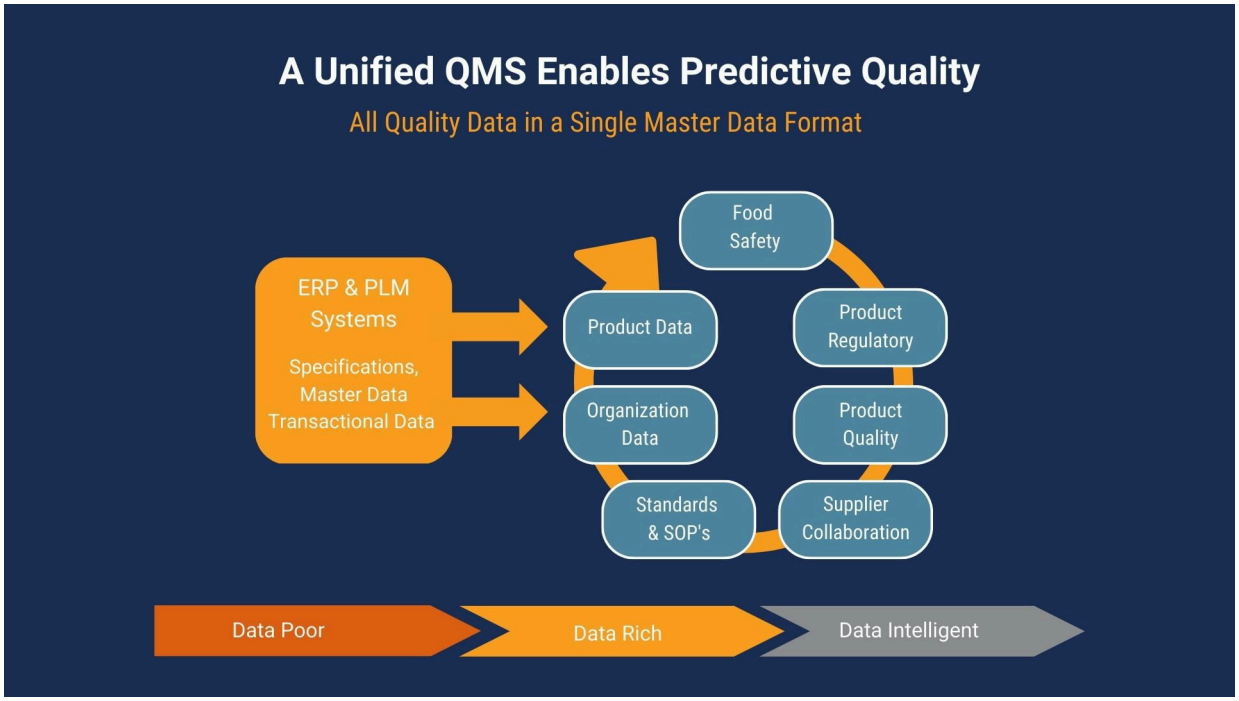
The Importance of Establishing End-to-End Visibility of Quality Information

Beyond data quality, investing in technology to unify quality assurance and quality control enables end-to-end visibility on quality information. Unifying these siloed processes, management systems and data sources frees up valuable employee time for more strategic tasks, streamlines operations, and ultimately drives better business outcomes.

In a unified system as illustrated in the diagram above, users can securely perform all their procedures, and associated data is captured in a consistent, structured environment. This can also be integrated with related sources of truth like specification and ERP systems. Additionally, data from external stakeholders like co-manufactures and suppliers can be securely stored and accessed for enhanced collaboration, traceability, and visibility.

You may be wondering about the value of managing quality and food safety in a single solution. This is a reflection of the intertwined nature of joint processes, while still preserving the differentiation of quality and food safety events and enabling rapid action based on incident severity.

Establishing a unified food safety and quality management system like this is the critical foundational step for transforming from a data poor to a data rich environment, laying a strong foundation to bring about predictive quality and food safety.



Single Source of Truth Unlocks Collaboration, Insights

If this vision inspires you, prepare yourself for the final stage in the progression from reactive to preventative to predictive - becoming data intelligent and benefiting from your data becoming the new “appreciating asset”.

Such a unified system is set up to automatically capture and analyze structured data from a variety of sources. This enables organizations to finally “connect the dots” to identify risks and trends in real-time, offer transparency to all relevant stakeholders, and facilitate proactive steps to head off future issues. Over time, insights from the ever-increasing data pool become increasingly confident and more valuable to the organization. Insights can be turned into learnings that help sharpen quality assurance and quality control processes, leading to the continuous improvement we all strive for.

What could this look like in practice? Let’s take an example present in any F&B company - processing certificates of analysis (CoAs) from suppliers. Today, this is usually a labor intensive process involving manual verification and data transcription, and then the paper (and its data) are stored in binders. The amount of effort an enterprise-sized organization spends on this manual process is significant, in the range of ~75 FTE per million CoAs.

With a modern, AI-powered food safety and quality management solution like Veeva’s, the data from each CoA can be automatically extracted and converted into structured data, digitally available, that can then be leveraged for analysis like material and supplier performance. Insights from this analysis enable data-based recommendations for supplier training, approvals, or to fine tune your own material specifications.

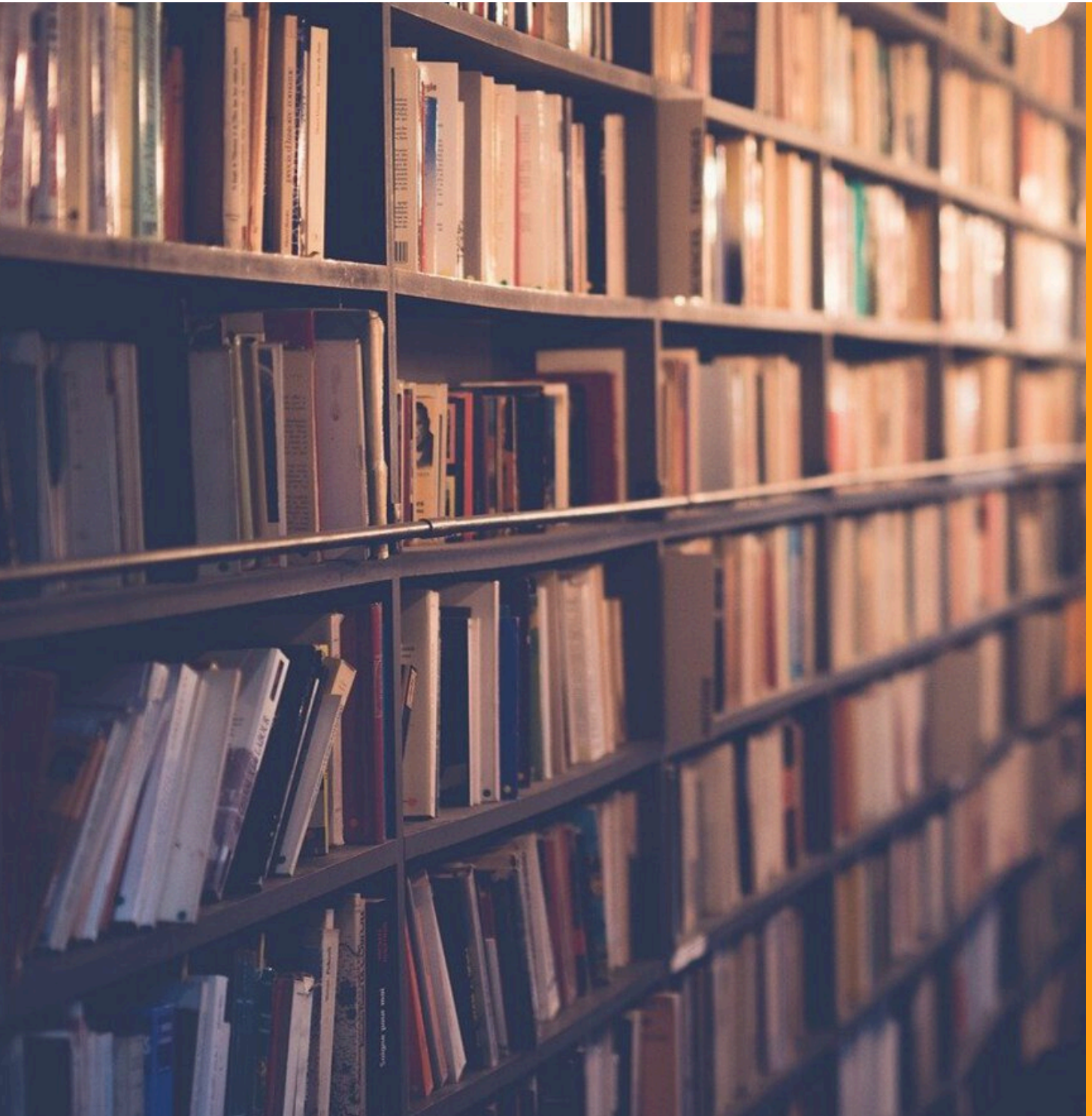
Towards Predictive Food Safety & Quality Management

Investing in a modern solution to unify food safety and quality management is helping F&B market leaders shift from reactive to preventive to predictive, and driving cycles of continuous learning and improvement.

Are you ready to explore how such a solution could enable more streamlined operations and better business outcomes in your organization, as well as avert brand reputation damage and consumer suffering?

We encourage you to contact us to set up a brief exploratory conversation and hear how F&B market leaders are using technology to make progress towards this vision.

Want to read more?
Visit Our Blog Today!



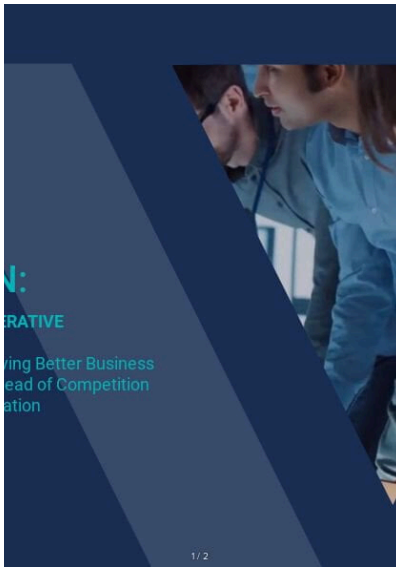
Resources and Additional Information

Resources and Learn More

Veeva's Food & Beverage Brochure

Quality Management Trends Report

Executive Management Trends Report



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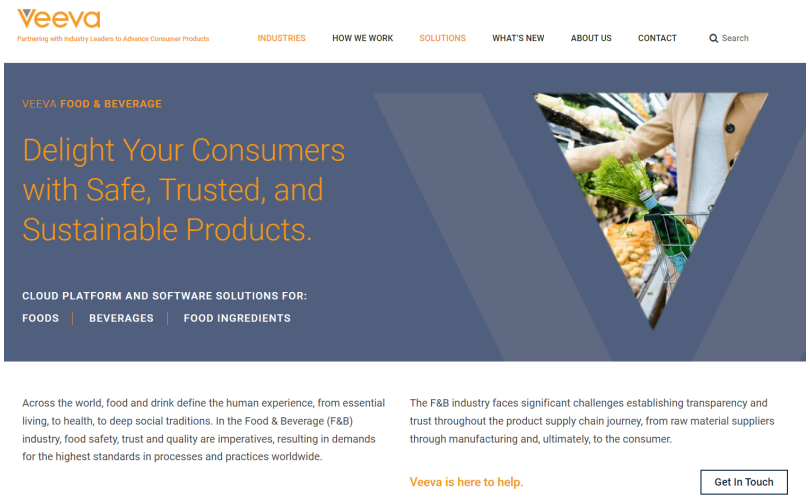

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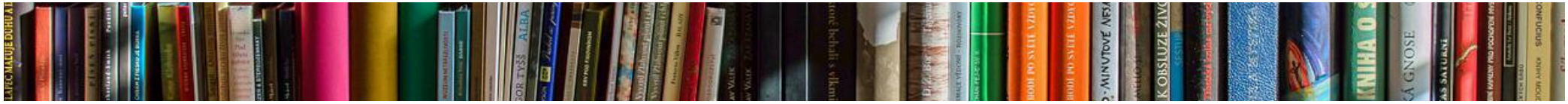

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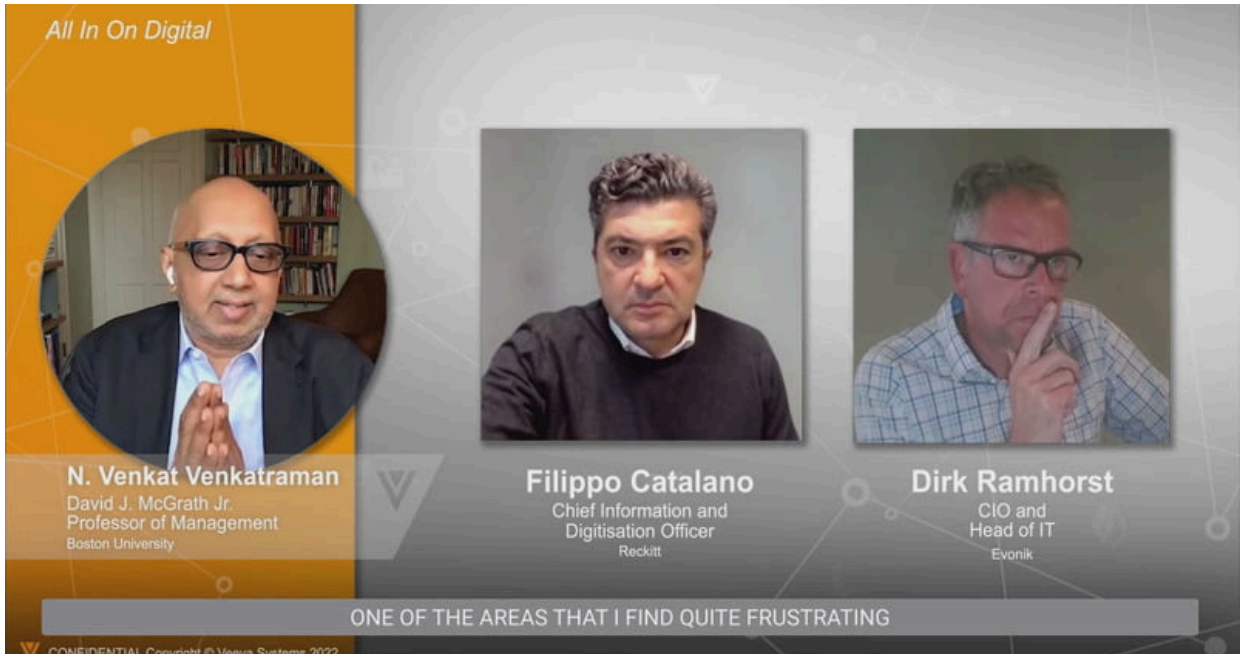
2022 Selected Session Replays

Inside: On-Demand replays featuring our executive and food safety panelists from Reckitt, Barilla, Unilever, and more!

Veeva Industries
VIRTUAL**SUMMIT**
Consumer Products & Chemicals

Session Replay



All-In on Digital: Industry Leaders on How Their Companies Have Harnessed Disruption

A digital future lies ahead. By being bold and decisive, industry leaders can accelerate their digital transformation and guide their their companies through continued disruption.

Filippo Catalano, Reckitt
Dirk Ramhorst, Evonik
Venkat Venkatraman, Boston University

Click here for access to all sessions in the 2022 Veeva Industries Summit!

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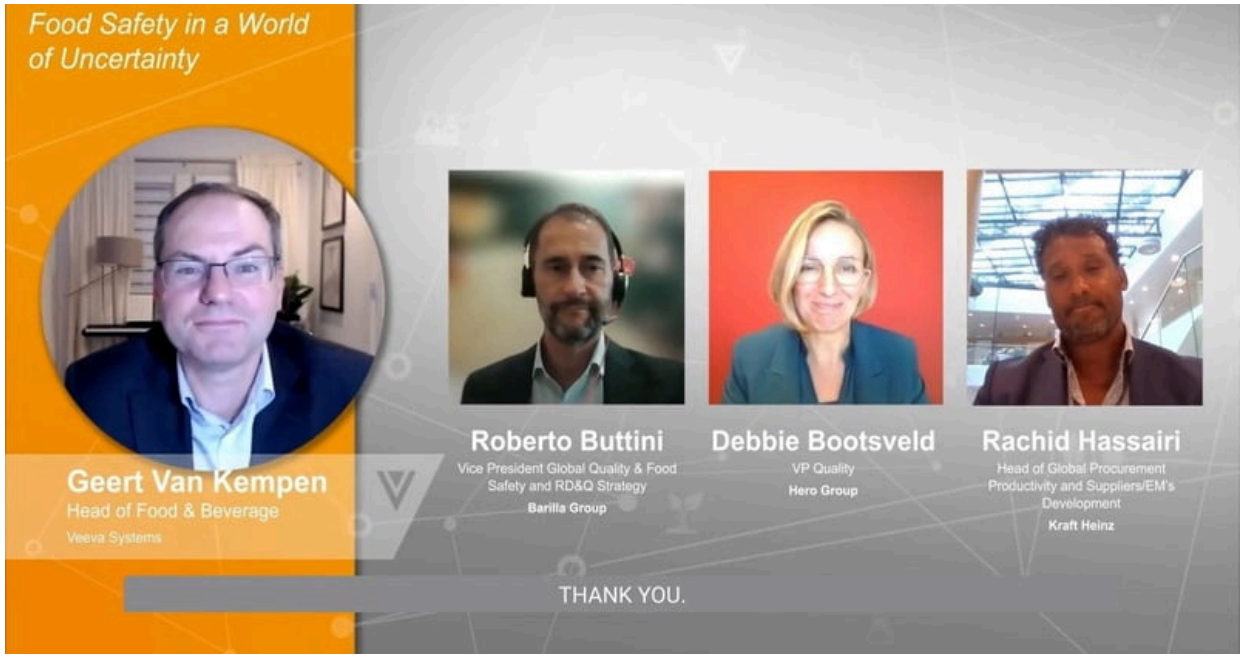
Session Replay



Food Safety in a World of Uncertainty

The pandemic, more recent supply chain disruptions, and a series of high impact product recalls have put the global food supply chain under considerable strain and displayed signs of its fragility. Our panel will discuss lessons learned for the future on maintaining a safe food supply chain, as well as possible implications for the wider consumer goods industry, for which product safety is a foundation of consumer trust as well.

Rachid Hassairi, Kraft Heinz
Roberto Butini, Barilla
Debbie Bootsveld, The Hero Group

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Session Replay

At the Speed of Consumer Demand: How Market Leaders Approach Co-Manufacturing Quality Management

Consumer packaged goods (CPG) companies continually look for ways to innovate faster and offer a more diverse range of products. While CPG companies have traditionally partnered with co-manufacturers to increase manufacturing capability, they are increasingly utilizing added product innovations and new processing technologies from them as well. Our panel representing CPG industry leaders and co-manufacturers will discuss their experiences in managing the quality of these "externally manufactured" products while ensuring the trust of consumers in brands these products are sold under.

Open full table in browser:

https://content.industries.veeva.com/story/fbida/page/6/3

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Thank you for reading

Food & Beverage Industry Digitalization

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