Case Study: Digital Business / Consumer Goods

Creating a Digital PLM Platform to Promote Collaboration and Increase Efficiency

Cognizant laid the digital foundation to help a global toy manufacturer fast-track innovation by using a product lifecycle management (PLM) platform. This digital initiative integrates its geographically dispersed repository of designers and software to support increasing efficiency, reducing costs, and accelerating the time it takes to bring new products to market.

Design with innovation

Our client is a world leader in feature-rich, thoughtful, and beautifully designed toys for children of all ages. The company has grown both organically and by acquisition, and has hundreds of designers and product creators in its teams worldwide. But this history means that deep repositories of ideas and prototypes, executed designs, and records of changes and updates over time are locked in silos across the organization.

This slows innovation: designers spend too much time searching for, gaining access to, and updating current or historical designs. This engenders increased costs as it limits capacity for the company to improve productivity and to protect intellectual property. In addition, with multiple software applications in use, it is challenging for the company to maintain the consistency of the product model and to share design data and changes with the wider team.

At a glance

We created a digital product lifecycle management platform to help a world-renowned toy-maker streamline innovation and improve time-to-market by integrating its global repository of designs and software tools.

Outcomes

- One stop shop for product development collaboration.
- Scalability to support 2K users with increased efficiency and productivity.
- State of the art applications upgrade for 1500+ machines.
- Enhanced architecture with proven disaster recovery capability eliminating risk of single point of failure.
tools used in its creative work worldwide, design teams struggle to share cross-platform information.

Top designers are expensive and invaluable resources. Knowing that their time is well utilized along with right information at their disposal is critical.

**Success is no game**

We partnered with the clients’ management team and implemented a collaborative, internal digital platform that allows designers across the globe to see others’ designs in near real-time.

We evaluated the interoperability of software comprising different 3D visualizers, asset generators and Computer Aided Design (CAD)/Computer-Aided Manufacturing (CAM)/ Computer-Aided Engineering (CAE) software, selected the optimal combination of products, and provided a singular window to connect the programs by implementing Windchill package. This also included integration to Oracle Agile-based platform. As a result, we promoted digital mockup, reducing dependency on physical models, digitizing the product design and customizing indexes for efficient search.

This stable information backbone has enabled high quality data flow across the entire spectrum of the extended enterprise. Digital models have provided consistency for seamless product content exchange throughout the lifecycle, from conceptualization to design to manufacturing to commercialization.

This knowledge repository now supports reuse for stakeholders worldwide by letting them rapidly find necessary information, e.g., parts that fit multiple toys and eliminating non-productive content regeneration.

This complex digital transformation will affect more than 2,100 users and multiple product brands. We judiciously optimized efforts to ensure performance enhancement through infrastructure and application upgrades, as well as performance assurance through solution validation. We reduced data management and transaction times up to 30%. Our client’s product development process is more efficient, with quick turnaround while reducing overall cost.

**Winning in the market**

For this global toymaker, PLM is essential, and innovation is the cornerstone of the business. Cognizant’s solution propels innovation while reducing duplicative effort across a complex IT infrastructure. Undertaking such a forward-looking approach towards digitizing the core business, against an aggressive timeline, is unparalleled in the industry.


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Cognizant Digital Business helps our clients envision and build human-centric digital solutions, fusing strategy, intelligence, experience, and software to drive industry-aligned transformative growth. As emerging technologies like IoT extend across the enterprise, factories, supply chains and beyond, as well as in our everyday lives at home, school and work, clients across industries are seeking our expertise to advance and implement their IoT strategies. IoT, combined with applied analytics and intelligence, helps deliver greater business performance, products, and service offerings, all leading to superior customer experiences. To learn more, please visit [www.cognizant.com/iot](http://www.cognizant.com/iot) or join the conversation on LinkedIn.

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