



“Unilever’s R&D activities are crucial to the success of our brands, we selected Tessella because their staff have a strong understanding of the demands of R&D informatics and are well versed in effective IT quality procedures.”

Pete Keeley,
Global Solutions R&D
Innov8 Leader, Unilever

The science of product innovation

Consumer choice

The last decade has seen an explosion in consumer choice. The internet and social media have opened up new opportunities for niche brands and changed the way we engage with established brands forever.

Thriving in this new world requires a different approach to product innovation.

Time to market is even more critical, but so is delivering novel, stand-out products that meet real consumer needs. From shampoos with more bounce and razors that cut closer, to paints that can be mixed and matched in new and engaging ways.

In short, increased consumer choice is challenging Consumer Goods organisations to find new ways to innovate, streamline and share information across the entire product life cycle - from R&D, product & packaging development, consumer trials, consumer insight and interactive media.

In addition, there is an ever present need to strive for greater efficiency, reduced costs and a better return on major assets such as laboratory equipment and software systems.

Many forward thinking Consumer Goods organisations have already stepped up to the challenge. In particular, they are realising the benefits of applying advanced scientific techniques and professional software development expertise across the product innovation life cycle - from using precise image analysis to substantiate claims

for a new deodorant, through complex algorithm development and data analysis to fully personalise online consumer interactions, to simply freeing up valuable R&D resource to focus on R&D rather than the task of building and maintaining software.

The Tessella Difference

Tessella has a proven track record of working with leading Consumer Goods organisations to apply scientific thinking, techniques and software to R&D, new product development and intelligent consumer interaction.

This depth and breadth of domain experience combined with the quality of our scientifically qualified consultants and our ability to introduce ideas from other sectors enables us to assimilate rapidly new information, add real value and translate outline requirements into innovative and pragmatic solutions right across the product life cycle.

In particular, we can draw on a wide array of specialist expertise in simulation, mathematical modelling, complex algorithm development, image analysis, knowledge management, and the manipulation, management and analysis of large datasets.

This is all underpinned by our high quality approach to professional software development which means projects are fully managed and deliver real value to our client’s business.



Tessella Capabilities

R&D product innovation

Tessella's extensive modelling and scientific expertise can be used to speed up the development of new product formulations - from improving taste and texture to delivering better results. Tessella can also improve the interface and instrumentation on complex laboratory and testing equipment leading to faster setup times, easier visualisation of results and better asset leverage across global scientific communities.

Better knowledge sharing in R&D

Over the years most large Consumer Goods organisations have acquired a wide variety of different R&D software systems. Having differently architected systems with different data models can stand in the way of faster innovation by making it more difficult for research and findings to be shared between different groups. For example research work carried out into bleaching compounds for hair products could be leveraged on domestic cleaning products.

Using our experience of the R&D process, Tessella can audit software systems in order to better manage, reuse or retire assets, as well as develop overarching data management strategies that enable easier knowledge sharing, less duplication of effort and faster innovation. In addition, Tessella has proven expertise in the digital preservation and management of large volumes of research data.

Freeing up scientists to focus on the science

Tessella has extensive experience of working with scientific communities to design and deliver commercially focused R&D software systems. This can range from building a bespoke solution to customising off-the-shelf software. Using Tessella expertise frees up valuable scientific resource to focus on science rather than software, and ensure new systems are not just delivered on time and to budget, but are also well-architected, extensible, fully documented, tested, and properly maintained.

Product & Packing - Development & Testing

Tessella's scientific thinking and expertise can be used to improve consumer insight, substantiate product claims and develop better and more innovative products and packaging. This can range from building a better toothbrush by tracking usage with gyros, standing behind claims for a deodorant that slows hair growth using image analysis techniques taken from a military application, performing accurate facial analysis to demonstrate the beneficial effects of an anti-aging cream, using Virtual Reality to track shopping habits, and manipulating large datasets for improved understanding of consumer behavior. This application of science is underpinned by Tessella's extensive experience in the processes and techniques behind clinical trials and human studies in the pharmaceutical industry.

Intelligent Consumer Interaction

Innovating the way brands engage and interact with consumers is now as important as the products themselves. This is where Tessella's expertise in data analysis and complex rules and algorithm development can bring a new dimension to traditional consumer portals. Examples range from using advanced colour science and image analysis to allow consumers to create online room scenarios and mix paints to match their exact colour choice, to fully personalized health coaching websites, and advanced recommender and product selection engines.

Summary

Our aim is to enable our Consumer Goods clients to maximise the use of science and software to improve time to market, build competitive advantage, deliver better products and engage with consumers in new and innovative ways.

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Tessella – successfully delivering IT and consulting services to world leaders in R&D, science and engineering.

For decades, Tessella has been successfully delivering IT and consulting services to world leaders in R&D, science, and engineering. Through the application of scientific methods and rigorous quality procedures, we enable clients in life sciences, energy, the public sector, and consumer industries to achieve a wide range of objectives, including, forecasting floods, developing fusion power, enhancing military sensor capability, improving drug discovery and development efficiency, and reducing risk to health and the environment in the extraction and production of oil and gas. With offices in Europe and North America, global companies rely on Tessella for business critical assignments.

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