Digital Quality
Transformation Guide

For the Consumer Products Industry

Transforming Consumer Products Through Digital Innovation

Every consumer products organization is striving for digital transformation, driven by the rise of digital consumers and the widespread adoption of digital marketplaces since the early 2000s. Initially, CPG companies led this shift by embracing e-commerce, digital advertising, and social media monitoring.

Today, digital transformation is often seen as a sprint, characterized by rapid updates and the adoption of the latest technologies. However, Dr. Venkat Venkatraman, Professor Emeritus at Boston University Questrom School of Business suggests a more apt metaphor is a marathon:

"Digital transformation should be a series of strategic, long-term investments. This approach focuses on gradual, sustainable business reinvention and the reallocation of resources while being mindful of challenges that impede change."

Digital transformation lacks a one-size-fits-all solution, given each CPG company's unique circumstances. While challenging—only 33%* succeed—those that effectively navigate this transformation achieve substantial growth, both in revenue and shareholder returns.

*source: www.bcg.com/capabilities/digital-technology-data/digital-strategy-roadmap

The Challenges of Inefficient Quality Management

1/ Outdated, Manual Processes Holding Companies Back

In the fast-paced environment of Consumer Product companies — those in CPG, F&B and speciality chemical industries — quality management is often hindered by outdated, manual processes that are not equipped to keep pace with the demands of modern production. For many companies, quality systems remain manual and disconnected, creating inefficiencies, errors, and delays that ripple across the entire product value chain. This fragmentation not only slows down operations but also leads to costly mistakes and missed opportunities.

2/ Prone to Errors and Delays

Manual quality management is inherently prone to errors. Paperwork can be lost, forms misfiled, and human data entry mistakes often go unnoticed until they have compounded into significant quality issues. These inefficiencies introduce delays, making it difficult to identify and correct problems in a timely manner, which in turn affects product safety, compliance, and overall operational efficiency. This fragmented approach often results in limited visibility across the quality landscape, leading to poor decision-making and a reactive, rather than proactive, response to quality issues.

3/ Challenges in Ensuring Compliance

Moreover, ensuring compliance under these conditions is challenging. Regulatory requirements are growing increasingly complex, and maintaining continuous audit readiness requires seamless documentation and real-time data visibility—something that is unattainable with manual, paper-based systems. Limited transparency and the inability to access quality data in real-time hinder collaboration and prevent companies from fully understanding the compliance landscape across their entire supply chain. The result is not just a failure to meet quality standards but also a significant impact on brand reputation and consumer trust.

4/ Inconsistent and Fragmented Data Across Systems

Companies often face the challenge of maintaining clean, accurate data when their quality management processes are spread across disconnected systems. Without a unified platform, data becomes siloed and fragmented, leading to inconsistent records, duplicative efforts, and difficulties in ensuring data integrity. These data inconsistencies hinder the ability to make informed, real-time decisions and prevent companies from leveraging data analytics or AI for predictive insights.

What is Digital Quality Transformation?

Digital quality transformation refers to the integration of advanced digital technologies and methodologies to enhance the quality, efficiency, and scalability of products and services. It emphasizes leveraging data-driven insights, automation, and innovative tools like AI to optimize processes and deliver superior customer experiences. For organizations, digital quality transformation is a crucial part of their broader digital transformation journey, where continuous improvement and agility become the foundation for staying competitive in a fast-paced, tech-driven landscape.

Reactive				Proactive
Initial	**Managed**	**Defined**	**Data-Driven**	**Intelligent**
1	**2**	**3**	**4**	**5**
Poorly defined, paper-based processed with a high likelihood of human error and significant time on non-value added tasks.	Non-standard manual processes, documents scattered over systems, difficulties in accessing information, no metrics.	Digital workflows with partial automation. Disconnected QMS and content management with limited integrations. Basic metrics are tracked.	Streamlined digital end-to-end processes with a high level of automation. Unified QMS, with mature integrations to enterprise systems and systematic application of metrics.	End-to-end QMS with proactive, predictive analytics for continuous forward-looking quality improvement.

Veeva solutions empower organizations to transition from reactive to proactive quality management by creating a framework that maximizes transparency, accountability, and continuous learning. With a "know-act-learn-share" approach, Veeva enables businesses to stay ahead of quality issues by identifying risks early and taking action before they escalate into larger problems. This proactive approach reduces the number and impact of deviations, driving down the cost of poor quality and non-compliance.

Veeva's advanced analytics and reporting also offer a comprehensive view of quality performance, ensuring teams have the insights they need to make informed decisions in real-time. By automating manual tasks, Veeva solutions streamline preventive quality measures, enabling effective quality management and the seamless deployment of critical safety knowledge across the organization.

This reduction in manual effort not only prevents risks but also builds the foundation for more advanced predictive capabilities. With Veeva's tools, organizations can adopt a posture where they are able to anticipate potential risks and act before they materialize, ensuring a seamless, efficient, and high-quality production environment. The result is a holistic quality management system that is not just reactive but prepared to anticipate and prevent issues before they occur, ultimately driving operational excellence.

Benefits of a Unified Platform

1/ A Unified QMS for Quality, Food Safety and Health & Safety

Veeva QualityOne provides an integrated Quality Management System (QMS) that unifies Quality, Food Safety, and Health & Safety processes into a single, cloud-based platform. This unified approach breaks down silos between departments, making quality data accessible across functions, from R&D and supply chain to manufacturing and beyond. By managing quality, food safety, and occupational health on one platform, companies benefit from a "single source of truth" that drives alignment, reduces redundancy, and builds transparency across the organization. This all-in-one solution empowers businesses to respond swiftly and effectively across the entire supply chain, ensuring high standards are consistently met.

2/ Improved Operational Alignment

Operational alignment is crucial in today's complex supply chains, especially for consumer packaged goods, food & beverage, and specialty chemicals industries. Veeva QualityOne enhances cross-functional collaboration by providing all stakeholders—from quality teams to suppliers—with access to the same real-time data, facilitating seamless communication and informed decision-making. Whether managing quality events or addressing supplier audits, Veeva's unified platform allows teams to work in tandem rather than in isolation, leading to improved operational efficiency and the elimination of process bottlenecks. This alignment not only streamlines workflows but also boosts productivity, enabling quality leaders to focus on strategic improvements rather than administrative tasks.

3/ Reduced Errors and Improved Efficiency

As we have mentioned, manual processes are often plagued by inconsistencies and human error, resulting in delays, non-compliance, and a reactive rather than proactive approach to quality. By transitioning to a digital, cloud-based system like Veeva QualityOne, organizations can significantly reduce the potential for errors. Automated workflows and centralized data management help eliminate duplication of effort and ensure that critical quality tasks are completed on time and in compliance with regulatory requirements. This means fewer non-conformances, faster resolutions, and reduced cost of quality—all of which ultimately contribute to a higher level of product excellence.

4/ Enhanced Compliance and Audit Readiness

Regulatory compliance is increasingly challenging due to evolving standards and complex supply chain requirements. Veeva QualityOne simplifies compliance management by providing continuous audit readiness through automated documentation, real-time tracking of corrective actions, and clear audit trails. The platform ensures that quality, safety, and compliance standards are always up-to-date and that required documentation is readily available during inspections or audits.

Data-Driven Decision Making

1/ Real-Time Insights for Proactive Quality Management

In the fast-paced environment of consumer products, the ability to make informed decisions quickly can mean the difference between maintaining market leadership and falling behind.

A unified QMS can leverage the power of real-time data to provide quality leaders with immediate, actionable insights across the entire supply chain.

Whether it's monitoring supplier quality, overseeing compliance activities, or tracking production metrics, the availability of real-time data empowers quality professionals to take proactive actions, identify issues before they escalate, and keep operations running smoothly.

The single, unified platform centralizes all quality-related information, allowing teams to access the insights they need when they need them, reducing response times and improving overall efficiency.

2/ Improved Trend Analysis for Long-Term Improvement

A unified platform enables quality teams to gather, analyze, and visualize data, revealing trends that may be missed in manual systems. This comprehensive data view allows leaders to identify recurring issues, root causes, and implement preventive measures.

This shift from reactive to proactive quality management leads to continuous improvement and enhanced customer satisfaction.

3/ Faster, Informed Decision-Making for Competitive Agility

Access to a comprehensive view of the quality ecosystem, combined with real-time insights and data analysis, enables faster, strategic decision-making. With centralized, customizable dashboards, executives, IT professionals, and quality managers can easily monitor key metrics, optimizing production, mitigating risks, and ensuring supplier quality. Veeva's data-driven approach empowers quality leaders to respond confidently to market changes and challenges, supporting sustained growth and resilience.

4/ Driving Continuous Improvement Across the Supply Chain

Veeva QualityOne's data-driven capabilities foster a culture of continuous improvement by making data accessible and actionable across all levels. This empowers quality teams to implement incremental, impactful changes. Continuous monitoring and real-time feedback drive informed actions, pushing the supply chain towards operational excellence. This focus enhances product quality, safety, and helps companies stand out by consistently exceeding consumer expectations.

Building the Business Case

By effectively quantifying the hidden costs of maintaining the status quo, organizations can demonstrate a clear return on investment (ROI) for standardizing, streamlining, and digitizing their quality processes. Defining goals and communicating benefits that are tailored to each function is key to garnering executive and business leader support for a quality-led transformation.

Changing consumer preferences and expectations for rapid product innovation are some of the many forces transforming the consumer products. To enable greater speed to market while improving compliance and the overall performance, quality management must expand beyond its traditional compliance focus and become a proactive, multifunctional effort that improves business outcomes.

Quality principles drive performance but require support across the organization. Modern cloud technology creates a unified ecosystem that streamlines quality processes, enabling cross-functional collaboration and stronger external partnerships. Early adopters experience increased revenue and reduced risk, cost, and inventory, prompting more consumer products enterprises to invest in foundational improvements like process standardization and simplification. Though the initial investment may be high, the long-term returns are significant.

Quantifying the Cost Savings of Quality Process Improvements

Breaking down the cost of critical processes like change management can help to strengthen your business case for a modern digital quality management system. Managing change well is essential to protect product quality and output, but the change management processes in most organizations are often expensive, time-consuming, and a contributor to risk. **Many consumer products companies renew their product portfolio by up to 30% annually, impacting supply chains, product lifecycles, and multiple stakeholders both inside and outside the organization.** This can include everything from updating supplier qualifications to ensuring safety and compliance when making product or process changes, such as adopting more sustainable materials. Proper synchronization across functions and regulatory bodies is crucial to minimize mistakes and improve efficiency.

Traditional quality software and paper-based processes involve disconnected systems that increase the risk of compliance failures and hidden costs, while also delaying product releases. By adopting modern, cloud-based systems that unify quality management, documentation, and training on a single platform, companies streamline their change management processes. This approach allows teams to track progress and ensure seamless updates across all necessary functions.

Veeva's estimates with our customers have shown that adoption of such systems can result in 30% reduction in change control costs. Quantifying the time and cost savings at each step of these processes can provide a clear estimate of the benefits from modernization.

Convincing the C-Suite

Discussing change in terms of savings is not enough. Today, the conversation around transforming quality management must emphasize its potential benefit to the overall business. Tailor your message to the appropriate executive level to demonstrate the value of improved quality management.

Aligning Quality Transformation Outcomes to C-Level Priorities
"Investments in quality management will…"

CIO: "…enable digital transformation by building clean data across siloed areas of the business, with an easy to configure and integrate low/no-code platform."

CEO:
"…improve brand image and mitigate risk."

COO:
"…make better products and more robust, predictable, and agile processes while improving yields and cycle times."

CFO:
"…reduce the cost of poor quality and the total cost of ownership for eQMS and/or quality DMS."

CSCO:
"…improve speed-to-market, supply agility, and reliability."

CQO:
"…improve competitive compliance and reduce cost of better compliance."

Key Takeaway

Successful quality transformation requires strong support from senior leaders across both business and IT functions.

Quality leaders must build a compelling case for change by uncovering the hidden costs associated with traditional software solutions, which are often overlooked in standard ROI calculations, and demonstrating their impact on the organization's bottom line.

It's essential to highlight the financial and time investment required to maintain the status quo, along with the associated risks, while quantifying the significant benefits that modernization offers to business units and users alike.

The Veeva Advantage

The Veeva QualityOne Difference

Veeva QualityOne is the comprehensive solution to overcoming the challenges of traditional quality management in the consumer packaged goods, food & beverage, and specialty chemicals industries. Built on Veeva's renowned cloud platform, QualityOne offers a unified approach to managing Quality, Food Safety, and Health & Safety, transforming how businesses handle compliance, operational efficiency, and collaboration across their supply chains. By digitizing manual processes, these solutions provide real-time insights, develop proactive quality management, and enable quality professionals to work smarter and more collaboratively, reducing errors and minimizing risks.
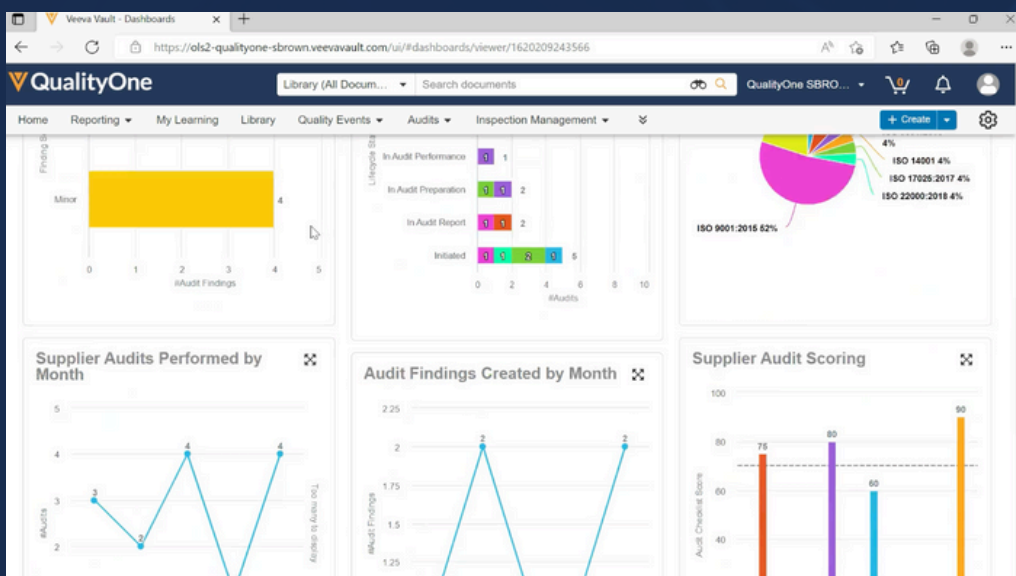
Seamless Integration with the Veeva Consumer Products Suite

One of the standout advantages of Veeva QualityOne is its seamless integration with other Veeva offerings in the Consumer Products ecosystem. Veeva QualityOne is designed to work in harmony with Veeva RegulatoryOne, providing a complete solution that bridges quality, compliance, and regulatory needs. This integration means that product data, regulatory documents, and quality processes are all connected on one platform, creating a "single source of truth" that enhances transparency and efficiency. This holistic approach helps companies navigate market complexities, accelerate product launches, and maintain full compliance across all facets of their operations.

A Single Unified Platform for Quality Excellence

The Veeva platform offers unique advantages that set it apart from other quality solutions in the market. It combines an intuitive user interface with powerful capabilities for managing content, data and processes making it easy for teams across functions to collaborate seamlessly. Veeva QualityOne leverages the power of an integrated cloud environment, providing tools that are adaptable, user-friendly, and built with the needs of quality and regulatory professionals in mind. Whether it's managing audits, handling corrective actions, or ensuring supplier quality, the Veeva platform enables businesses to create a robust, proactive quality culture that supports ongoing operational excellence and compliance.
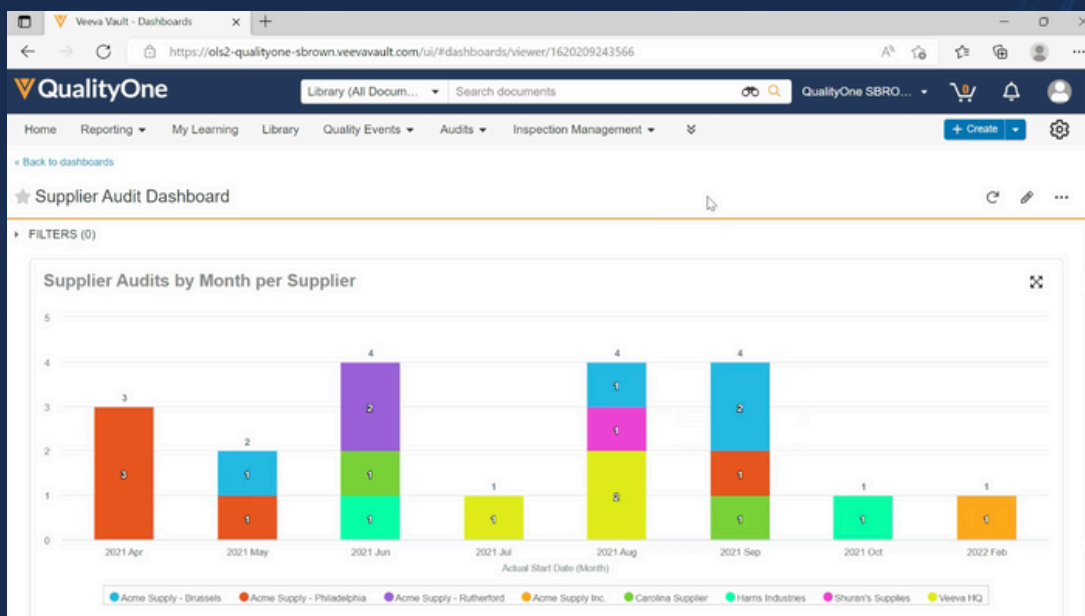
Key Takeaway: Veeva QualityOne not only solves the specific challenges of quality management but also amplifies the value of other Veeva solutions, providing a truly interconnected approach that drives better outcomes, reduces time to market, and ultimately helps businesses deliver products that meet the highest standards of quality and safety.

Community & Support

Peer-to-Peer Learning & Collaboration

Veeva is dedicated to nurturing a community where peer-to-peer learning and collaboration are at the forefront. Through platforms like Veeva Connect and events like QualityOne Hour and Executive Summits, Veeva QualityOne users have ample opportunities to connect directly with their peers.

Whether it's through sharing experiences, discussing specific challenges, or exploring solutions that others have successfully implemented, this peer-to-peer engagement accelerates learning and fosters an environment of mutual growth.

By providing these opportunities for connection and knowledge exchange, Veeva ensures that its customers are not navigating quality transformation alone but are supported by a broader network of industry leaders who understand their journey.

QualityOne Hour: Dedicated Knowledge Sharing Sessions

The QualityOne Hour events are an exclusive series designed for Veeva users to dive deeper into specific topics related to quality management. These events are hosted regularly to keep users up-to-date with the latest features, practical applications, and insights directly from Veeva's experts. QualityOne Hour sessions also offer users the opportunity to interact directly with product specialists, ask questions, and gain actionable takeaways that can be applied to their day-to-day quality management processes. This regular touchpoint helps ensure that Veeva QualityOne users are always fully leveraging the capabilities of the platform, staying informed about innovations, and achieving maximum value from their investment.

Veeva Connect: An Engaged Community of Quality Professionals

At Veeva, we understand that successful digital transformation goes beyond software—it thrives on community and collaboration. Veeva Connect is an industry-leading platform where quality professionals from the consumer goods, food & beverage, and specialty chemicals sectors come together to share insights, best practices, and experiences. Veeva Connect fosters a sense of community that empowers quality leaders to engage in peer discussions, ask questions, and collaborate on emerging trends and solutions, ensuring they are always one step ahead of the competition. With thousands of members, Veeva Connect is a vibrant hub for real-world learning and networking that enriches the overall experience of using Veeva QualityOne.

Veeva Consumer Products Summits

Veeva's Executive Summits are tailored gatherings for quality leaders and executives to connect at a strategic level, shaping the future of quality management in their industries. These summits are where the best minds in the industry gather to discuss challenges, share successes, and explore future trends that impact quality, safety, and compliance. By fostering these high-level dialogues, Veeva helps its community not only navigate current complexities but also shape the broader landscape of quality management, ensuring the industry moves forward together.

Key Takeaway: A Community Built for Success

Veeva's commitment to community and support goes beyond just providing software —it's about empowering quality professionals with the tools, knowledge, and networks they need to excel. Continuous learning and engagement throughout the Veeva network ensures that every user has a wealth of support and resources at their fingertips.

Veeva is a Global Partner for Digitization

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"Veeva is an excellent technology partner for us. They are agile and empower us to focus on all the right things. They're driving the strategic thinking and inspire, and motivate us, to think long-term."

Breda Quinn
Global Transformation Quality Director
Reckitt

reckitt

"We started to brainstorm with Veeva on different use cases. **We looked at where we can digitalize our workflows and have more data so we can make smarter decisions.** And also we tried to think about how we can move our team from focusing on an inspection to focusing on prevention and improvement. The certificate of analysis emerged as one of the most interesting use cases that we have."

Ahmed Maklad
Global Digital Quality Transformation Director
Unilever

Unilever

Every vision needs a leader

As you already know, digital transformation is a difficult undertaking. It is sometimes hard for consumer products leaders to make the business case, which can involve large sums of money and is not guaranteed to succeed. One differentiator that drives fast-moving success stories in the consumer products industry is having senior leaders who are engaged in a vision for using new technologies to transform the business and move beyond traditional ways of working.

Determined, thoughtful leaders who understand the power of digital throughout areas like Quality, Supply Chain, R&D, Regulatory, Claims, and Safety. can make a real impact on the business after launching and leading a successful pilot.

Functional leaders in these disciplines, who know the lay of the land, and are often in the trenches, should consider presenting their ideas for change to senior leadership.

It's important for functional leaders to have a clear vision—and supporting hypothesis—about the future and be able to articulate what needs to be done now and why. The most successful leaders will focus on an important problem and feel conviction about a partner with whom they can build a strong, long-term relationship.

Veeva

Ready to Take the Next Step?

It's time to transform your quality management processes. Discover how modern solutions can streamline operations, reduce costs, and drive better outcomes for your business.

Connect to a specialist