Drive to Digital: Integrating Genesis R&D to Improve Your Innovation Workflow

Presented by ESHA Research | Verdant | Kraft Heinz

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Speakers for Today

Chris Eakin
ESHA

ESHA’s Genesis R&D Product Development and Labeling Software assists users in all aspects of food-product development, from recipe development and virtual food creation to nutrition facts panels creation & compliance.

Russ Singleton
Wes Frierson
Verdant

Verdant has become a trusted partner to many of the world’s leading CPG brands by offering industry-specific advisory and professional services paired with innovative technology and product offerings.

Andy Greenwald
The Kraft Heinz Company
ESHA’s family of nutritional software products, services, and databases are recognized as the industry’s top choice for recipe and supplement development, labeling, nutritional analysis, and regulatory compliance.

Services and Software Solutions:

• Food Formulation & Compliant Labeling
• Restaurant Menu Analysis & Compliant Labeling
• Supplement Formulation & Compliant Labeling
• Nutrition & Diet Analysis
• Consulting Services
Trusted Nutrition Database

• 130,000 raw foods, ingredients and recipes, plus processing materials, chemicals/additives, and other industry ingredients from more than 1,800 reputable sources:
  • USDA
  • Manufacturers
  • Restaurants

• Meticulous research, data checks and continual updates.

• Nutrition breakdown for 172 nutritional components, including mandatory and voluntary label nutrients.
Our Reach

900 Colleges and Universities with 10,000 students accessing our programs annually

75 of the top 100 Food Manufacturers in the U.S.

18 of the top 20 Restaurants in the U.S.

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Genesis R&D Food Overview

Genesis R&D is designed to help you manage the challenges faced in the food industry.

- Nutrition analysis
- Reformulation and conceptualization
- Compliant nutrition label and statements
- Regulatory content claims

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Formulation Made Easy

• Create recipes and formulas using ESHA or user-added ingredients.
• Simulate formulation changes in real time – no waiting for a lab result.
• Calculate moisture, fat, and processing adjustments: subtract or add water/fat and view results on-screen immediately.
• View line-item detailed nutritional breakdown of your formulation.
• Monitor changes with built-in audit tracking.

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Nutrition Facts Labels

Automatically formatted and regulatory-compliant

- Customize your label by utilizing the myriad of built-in preferences and layout options
- Generate ingredient statements
- Track and declare allergens
- Identify qualifying nutrient content claims
International Labeling

Create country-specific government-compliant nutrition labels.

Available country specific label modules:

- Canada
- European Union
- Mexico
- United States
Improve Your Innovation Workflow
With the Genesis R&D API

The Genesis R&D API allows real-time data streaming between Genesis R&D and common ERP, PLM, and MDM vendor solutions.

- Get BOMs and send to Genesis R&D for nutrient analysis and label creation
- Send back recipe data analysis and nutrition facts labels

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Genesis R&D API Summary

Data from Genesis R&D can be sent to external and internal interfaces such as webpages, point-of-sales systems, inventory management systems, and QC or document controls.

• Unattended export of recipes, ingredients, and labels.
• Filter records to be exported by name, group, creation date, and/or modified date.
• Export specific fields such as ingredient statement, cost, user codes, nutrient, etc.
• Runs as a service in IIS and is available both as a SOAP and REST interface
Streamline Your Integration

*With Verdant’s COG Platform*

**Without** Pre-Built Connectors  
**With** Pre-Built Connectors
Integrated Nutrition Labeling and Compliance
What is Driving Integrated Compliance?

**Market Demands**
- Broader range and longer lifecycles driven by eCommerce
- Increasingly complex and shifting regulatory environment

**Digital Demands**
- Importance of solid **digital product definition**
- “Design for compliance” is a must have capability

**Demand for Agility**
- Reduced time to market
- Resource efficiency
- Speed, with standards
- Lower the burden of change maintenance
A Typical Flow...

Send recipe to Legal for fact panel review

R&D

Reviews fact panel. Doesn't like one of ingredients. Send back to R&D start over

Legal

Manually enter new ingredient

Create New Ingredient

Update recipe

R&D

Build recipe

QA

Rounded Nutrition

Label image

Labeling

Dietician

SPEC MGMT/MDM

ESHA GENESIS R&D

Manually enter recipe

ECOMMERCE/GDSN

...Without any Integration
Traditional Integration Challenges

- **Requirements**
  - Wrestling with design & business decisions
  - Proficiency on endpoints & APIs
  - Significant time required from key stakeholders

- **Design & Develop**
  - Unpredictable timing and cost to develop
  - Mappings, transformations, business rules, processes, exceptions, notification, queuing, logging all must be written & tested

- **Test & Deploy**
  - Requires extensive testing

- **Maintain**
  - Loss of working knowledge over time
  - Unreliable support
  - Req's IT & Dev maintenance
  - Infrastructure cost
CQG

is a Cloud-based Integration Service that...

Is designed to **overcome the common barriers** that prevent companies from investing in valuable integrations

&

Allows you to **easily integrate** your key systems to industry leading solutions like ESHA's Genesis R&D
COG is Pre-built and End-to-End

**COG Pre-Built Accelerators**
- **COG Connectors** for common endpoints
- **COG Pre-Built Business Orchestrations** for common use cases

**COG Implementation Methodology**
- Template-based
- Fast but flexible
- Predictable with rapid time to value

**COG Monitoring & Support**
- End-to-end, US-based support with SLAs
- No Infrastructure required
- Dashboards for monitoring and status

Compatible with Genesis R&D On-Prem and Cloud versions using the API
COG Integration
Better | Faster | Cost-effective

Traditional Integration

Requirements
- ✓ Validate vs create approach
- ✓ Turnkey methodology
- ✓ Best practice process flows and templates

Design & Develop
- ✓ Configure vs development approach
- ✓ Pre-built connectors and process flows
- ✓ Safe extensibility if needed
- ✓ Predictable duration

Configure

Test & Deploy
- ✓ Automated testing built in
- ✓ Efforts focused on acceptance, not quality

Maintain
- ✓ Monitoring and support included
- ✓ KPI and status dashboards
- ✓ Managed infrastructure
Advanced Insights & Monitoring
COG Integration
Better | Faster | Cost-effective

SPEC MGMT/MDM

Recipe/BOM Data
Ingredient Data

Label Graphic
Structured Label Nutritional Data
Ingredient Statements

ESHA GENESIS R&D

ECOMMERCE/GDSN
Key Drivers for Decision

- Preserve existing reporting and processes
- Genesis R&D is the “Gold Standard”
- Why Verdant?
- Why COG for Integration?
  - Approach is vendor agnostic and holistic
  - Pre-packaged, but extensible
  - Fully supported
  - Partnering with key solutions for the F&B space
  - COG is purpose-built vs a generic tech solution
    - Ex. → Dashboards are built with business in mind
  - Scalable platform that grows with needs
    - Ex. → Image import scope addition

Benefits for Kraft Heinz

- ✓ Less Invasive; familiar to users
- ✓ Investment preserved
- ✓ Project length is short
- ✓ Tool will keep up with regulatory changes

Kraft Heinz
Andy Greenwald
Q&A

Questions can be submitted by typing your questions into the “Questions” dialog

Want more information?

✓ You will receive a follow up email
  • Links to recording & contact info will be included

✓ Contact us directly at:
  • info@verdantservices.com
  • sales@esha.com

The COG Advantage

Accelerated Deployment
• Off the shelf connectors for popular vendor tools (like ESHA’s Genesis R&D)
• Proven process orchestrations and transformations that can be extended and tailored
• Turnkey, template-based methodology

Low Total Cost of Ownership (TCO)
• Subscription-based service
• No new infrastructure needed
• End-to-end support – monitored & fully supported

Enterprise-grade
• Modern & scalable
• Monitoring