



WHITE PAPER

TIME TO SUCCESS

How to accelerate your Go-to-Market strategy and
secure a competitive edge in the FMCG market



FROM IDEA TO MARKET READINESS

»Shrinking innovation cycles and their consequences for manufacturers.«

Manufacturers across a wide range of industries are experiencing increasing competitive and cost pressure, which has a significant impact on product development and design. This is particularly true for fast-moving industries such as the consumer goods and cosmetics markets. The growing influence of e-commerce, marketplaces, and social commerce also means that product innovations must be developed more quickly and made visible in the market much earlier. For example, beauty brand cosnova reports that within just one year it refreshes around 50 per cent of its assortment of 3,000 active SKUs with the same number of new products. A survey of product developers and designers found that 53 per cent are developing new products faster than ever. Sixty-five per cent said this was necessary to stay one step ahead

of the competition, and 82 per cent stated that they are constantly looking for new ways to shorten product development time.

At the same time, the requirements for product communication are also increasing: new products must now be available almost simultaneously across numerous digital and physical sales channels.

In this White Paper, we examine how go-to-market can help to sustainably secure and even expand the competitive advantage of short innovation cycles – and what prerequisites must be created for this.

Enjoy reading!

Yours sincerely,

BJÖRN BAYARD

CEO | BAYARD GmbH



CONTENT

- 01 Why time is more than money
- 02 The five most important levers of Time-to-Market
- 04 How to get the most out of your competitive advantage
- 06 End-to-End data processes
- 07 Summary





WHY TIME IS MORE THAN MONEY

»HOW TIME-TO-MARKET DRIVES BUSINESS SUCCESS.«

Time-to-Market (TTM), as a **central key performance indicator (KPI)** of a company, describes the duration from the initial product idea to market entry and thus includes both product design and development as well as the initial marketing of the product. Closely linked to TTM is the so-called go-to-market (GTM), which describes the strategy for marketing in sales and marketing. **GTM is therefore a key driver of TTM and offers great potential for manufacturers** to shorten TTM and expand their competitive advantages.

Higher revenue

Those who bring their products to market faster can start generating revenue earlier – which leads to higher revenue in the long term.

Lower costs

Product development consumes resources, and the shorter the time to market readiness and marketing, the less investment accumulates in new products – and the more economical the product itself becomes.

Greater market share

Even if competitors in highly competitive industries catch up quickly, innovation leaders secure higher market shares with new products, which increase revenue in the long term and strengthen the brand.

Strengthening brand image

Those who bring new and innovative products to market quickly gain attention and ideally enhance their brand in a sustainably positive way.

Better visibility in digital commerce

New products particularly benefit in e-commerce from early rankings, greater visibility on marketplaces, and faster establishment on the so-called “digital shelf”.

A short TTM can therefore contribute to greater business success on multiple levels – by leading to greater product profitability on the one hand and generating important competitive advantages on the other.

THE FIVE MOST IMPORTANT LEVERS OF TTM

»FOCUS ON EFFICIENCY, AGILITY, QUALITY, SYNDICATION, AND AI.«

How exactly can TTM be optimised within a company? There is no single correct answer to this question – manufacturers have several levers at their disposal to effectively accelerate their GTM:



1. Efficient processes

An efficient organisation is the be-all and end-all for speed and profitability. This also includes **clear structuring of digital product data processes** along the entire product content lifecycle. In the context of TTM, this particularly affects all processes related to product development, marketing, e-commerce, and sales.



2. Agility

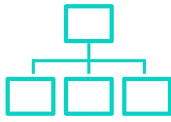
Business agility is closely linked to **overall process efficiency**, as it describes a company's ability **to respond quickly to changes**. Agile organisational structures and interdisciplinary teams can help to more closely integrate product development, marketing, and sales. The direct translation of new requirements into adapted business processes not only promotes a company's future viability but also enables particularly short TTM.



3. Quality

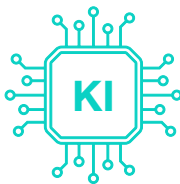
One of the biggest stumbling blocks for TTM is quality issues identified too late – whether in the product itself or in the product content. This concerns not only the product itself but increasingly also the product content required for marketplaces, retailer platforms, and proprietary commerce channels. Feedback loops and iterative optimisations take a great deal of time and, in the worst case, ultimately cost the expected competitive advantages. This makes a **consistent focus on quality** all the more important – right from the outset.





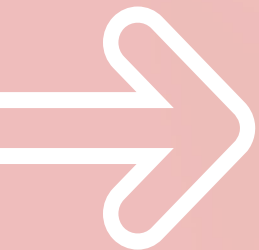
4. Syndication

The **syndication of publish-ready product content** is one of the key factors for fast TTM. Syndication enables manufacturers to publish new products simultaneously across numerous sales channels – such as online shops, marketplaces, retailer platforms, or global data pools like GDSN.

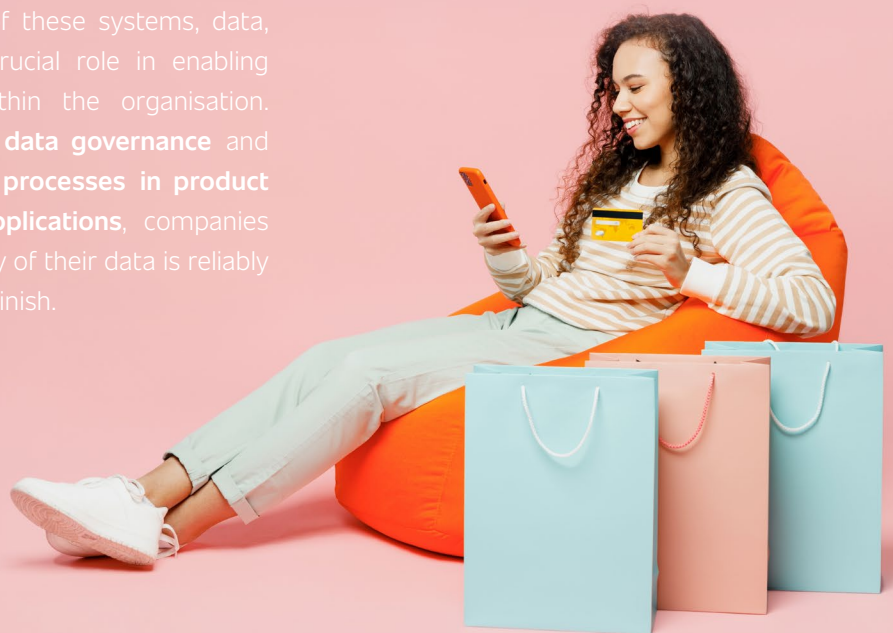


5. AI

Along the digital value chain, there are now numerous use cases that benefit from **dedicated AI tools and functionalities**. Many companies today use generative AI for the automated creation and translation of product texts, for image analysis, or for the automatic classification of product data.



In addition to the use of modern technologies for the maintenance and syndication of product content, the integration of these systems, data, and processes plays a crucial role in enabling efficiency and agility within the organisation. With the help of **strong data governance** and corresponding **validation processes in product content management applications**, companies also ensure that the quality of their data is reliably guaranteed from start to finish.





HOW TO GET THE MOST OUT OF YOUR COMPETITIVE ADVANTAGE

»A FAST MARKET LAUNCH IS ONLY THE BEGINNING.«

Being the first to launch a new product has many advantages – but it is no guarantee of long-term market dominance and growth. Particularly in digital commerce, competitors can react quickly and place similar products via marketplaces or **direct-to-consumer channels**. Successful brands therefore continuously expand their competitive advantage and use proven strategies to do so.





Consistent information and messaging are crucial in product communication – contradictory information makes consumers hesitate, reduces willingness to buy, and thus jeopardises rapid market success. This, in turn, gives competitors the opportunity to quickly capture market share with competing products.

Broad distribution of product communication from the outset is equally important in order to reach as many potential buyers as possible before competitors do. In addition to traditional sales channels, this now also includes online marketplaces, social commerce, retail media platforms, and digital retailer portals. Manufacturers therefore need a **clear strategy for their communication channels** – this applies to both their own webshop and online marketplaces such as Amazon, as well as to physical retail. In order to successfully launch a new product, all these channels must be supplied simultaneously and quickly with **high-quality product content**. Consistency of product information is only one aspect – at the same time, product messages must also be contextually adapted to the respective output

channel and target groups in order to achieve maximum impact. And even in physical retail, logistics is not the only challenge: in industries like grocery retail or the consumer goods sector, global data pools such as the Global Data Synchronisation Network (GDSN) are important enablers for data exchange between industry and retail. Supplying these data pools with compliant product data and images is therefore an essential component of GTM.

Continuous market monitoring and rapid responsiveness make it possible to identify relevant competitors and potential losses of market share at an early stage and take appropriate countermeasures. For example, a competitor with a similar product might address certain target groups for which no clear USP has yet been formulated and marketed. In this case, **focusing on targeted value propositions** for this audience could help to secure the competitive advantage of early market entry over the long term. This also applies, of course, to **product developments** with which competitors hope to gain market share.



Ultimately, it is about not resting on one's market position but continuously ensuring that it is maintained and expanded. This requires a keen eye on the competition, flexibility, and responsiveness – and therefore also the shortest possible TTM.



END-TO-END DATA PROCESSES

»HOW THE PRODUCT CONTENT LIFECYCLE CAN OPTIMISE TTM.«

The Product Content Lifecycle describes the digital value chain from the import or creation of product data in ERP and PIM, through its enrichment and linking with digital assets from DAM, to output planning and distribution across various channels. Modern commerce architectures often rely on so-called **composable commerce stacks**, in which specialised systems are connected via APIs. Feedback from the market is collected via analytics tools and fed back through **continuous optimisation of Product Content**. This creates a continuous cycle for effectively supplying all digital and physical interaction points with potential buyers.

The development and maintenance of the product content lifecycle are therefore also the most important starting points for optimising TTM.

Every data process has a direct impact on TTM – whether product data classification, the creation of product descriptions for different channels, or the planning of enhanced content for Amazon A+ content. Anyone who wants to optimise their TTM must closely examine each of these

value creation steps, analyse the data and its quality levels, and identify potential efficiency gains, translating them into a clear roadmap for optimising the End-to-End Product Content Lifecycle.

This also includes reviewing the applications and tools used for their suitability and, if necessary, replacing them or optimising system configurations. In practice, we often see that **legacy PIM systems** are no longer able to comprehensively map the increasing quality requirements for product data and ensure them efficiently through validation processes. As a result, product data teams often have to manually maintain information, which takes a great deal of time and significantly slows down GTM.

Another important factor is the **integration of the systems and tools** used, as well as **processes and data, to enable seamless data flows** between individual applications. This also provides the basis for automation and AI – which, when used effectively, can significantly shorten TTM.



SUMMARY

»GAIN AN ADVANTAGE – AND SECURE IT IN THE LONG TERM.«

TTM is one of the **most important metrics for manufacturers** in fast-moving and highly competitive industries such as the consumer goods and cosmetics markets. Optimising TTM can not only lead to higher revenue but also increase visibility in digital commerce and secure competitive advantages in the long term.

The key insight: due to the complexity of the product content lifecycle, there are numerous levers through which companies can effectively shorten their TTM and sustainably secure and expand their market position.

Next steps: How to sustainably optimise your TTM

Analyse your product content lifecycle

- Examine all relevant systems, processes and data.
- Develop a clear roadmap to optimise your digital value creation.

Ensure seamless data processes

- Improve system configurations for effective workflows and operations.
- Optimise system integrations to avoid process disruptions.

Prioritise data quality

- Establish strong data governance and effective validation measures.
- Avoid subsequent quality improvements that unnecessarily consume time.

Leverage modern syndication technology

- Compile the requirements of all relevant output channels.
- Implement a suitable syndication solution for the efficient distribution of product content across all your channels and to all your data recipients.

Evaluate your AI potential

- Identify data processes with high automation potential.
- Use automation and AI strategically to effectively reduce your TTM.



YOUR PRODUCT CONTENT ON THE ROAD TO SUCCESS

Take advantage of our **BYRD** Technology for
Product Content Lifecycle Management.

REQUEST A PRODUCT DEMO NOW

