Case Study: Consumer Foods

Introduction of the Team and Key Needs

The client in this case study represents a multinational manufacturer & marketer of consumer foods. The organization's Research and Technology (RT) scientists are responsible for identifying cost saving opportunities with a focus on utilizing data and analytics to scale innovation, renovation, and margin management.

A team of Research and Technology (RT) scientists at the organization partnered with NotedSource to identify and collaborate with university researchers and industry consultants outside of their existing network. This partnership resulted in the market mapping of manufacturing processes and cost inputs for salmon, white fish, granulated sugar, and whey protein. This joint effort supplied the client team with targeted food expertise and increased collaboration with a diverse set of industry perspectives across the globe.

The Challenge

The organization's RT scientists wanted to break down the cost inputs that would go into the manufacturing processes and machinery for these food types. In addition, they sought to better understand the costs for manufacturing on a large scale of up to a billion pounds annually. However, identifying industry consultants who had the specified expertise was a laborious and inefficient process.

The Solution

To overcome this challenge, the RT scientists partnered with NotedSource to have NotedSource source and onboard industry experts in food manufacturing. NotedSource's platform assisted with milestone tracking, scheduling the client's desired consulting calls, payments, project management, and research output.

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The Process

The RT scientists began by identifying the key food categories as well as critical inputs needed in terms of costs for capital equipment, installation, labor, sanitation, and maintenance. The NotedSource Research team used AI technology to identify which professionals had the exact industry and food category expertise requested. This involved in assessing the 4,000 candidates within NotedSource's platform as well as evaluating external perspectives to bring in. From there, **NotedSource identified 30 industry consultants and researchers that met the research team's needs**.

The NotedSource team screened the industry consultants and researchers to assess their background and relevant experience. Within the NotedSource platform, **the client team was able to see the industry expert's areas of expertise, career history, affiliated institutions, publications, and career highlights**. The RT scientists then selected their preferred industry expert for the consultations and then scheduled interviews within the platform. For each project, the RT scientists used NotedSource's communication tools to exchange ideas, messages and documents within one another. During this process, NotedSource handled the researcher's confidentiality & IP agreements and payments.

Outcome and Summary

This RT team's use of NotedSource to collaborate with food manufacturing consultants resulted in a framework that will **shape the go to market strategies when manufacturing salmon, whitefish, granulated sugar, and whey protein.** This has meant **improved return on research capital** through decreased time to identify, onboard, and collaborate with any academic or industry researcher. This partnership **aligns with the organization's mission** of continuous learning and innovation that promotes a commitment to food, consumers, and the environment.