



GUANGZHOU
RESTAURANT
— Since 1935 —

GUANGZHOU RESTAURANT GROUP TRANSFORMS CANTONESE CUISINE WITH CENTRIC PLM™

LIKOUFU BOOSTS R&D AND BUSINESS EFFICIENCY THROUGH
DIGITAL TRANSFORMATION WITH CENTRIC SOFTWARE®



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“Likoufu has many kinds of product but the pace of development of various products is difficult to control. With the successful implementation of PLM, Likoufu will effectively accumulate and compare data, improve overall management ability, shorten the distance between products and consumers and pay particular attention to capturing the minds of new generations of consumers, so as to turn old brands into brand assets.”

Tang Wensheng, Chief Information Officer, and Huang Dayao, Business Director of Guangzhou Restaurant Group, say, “In the early years of R&D, consumers had little influence on the products that were made and launched to market. Today, R&D has switched to involving consumer input. Because of this, feedback from R&D on market demand needs to be faster, more accurate and agile.”

Guangzhou Restaurant’s Likoufu brand decided to digitalize operations by implementing Centric Food and Beverage PLM. The primary goal of the PLM project was to build a digital product lifecycle management platform covering each stage from consumer demand to product launch, to streamline R&D and increase business efficiency.

TIME-HONORED CANTONESE DIM SUM

Founded in 1935, Guangzhou Restaurant is well-respected as the leader in Cantonese cuisine. The Guangzhou Restaurant Group was established in 1991 and is recognized as one of China’s top ten food and beverage companies. Likoufu Food Co. Ltd., is a large-scale modern food production enterprise under Guangzhou Restaurant Group that produces hundreds of food items across eight product lines for the Likoufu brand.

A NEW DIGITAL MANAGEMENT PARADIGM

With the increasing adoption of PLM across different consumer goods verticals in recent years, the food industry has also turned its attention towards the benefits that these solutions offer. One reason is that enterprises aim to amass R&D knowledge and achieve structured data management through PLM due to the high level of reuse of food product R&D data like ingredients, recipes, allergens, etc. Businesses also want to improve R&D capabilities to respond to market competition with stronger, and faster, product innovation.



“ THANKS TO CLOSE COLLABORATION BETWEEN THE GUANGZHOU RESTAURANT R&D CENTER AND THE CENTRIC SOFTWARE TEAM, THE PLM PROJECT HAS ACHIEVED THE FASTEST AND MOST USER-DRIVEN IMPLEMENTATION AMONG ALL IT PROJECTS EVER CARRIED OUT BY GUANGZHOU RESTAURANT GROUP. ”

CHALLENGES

- + R&D project management conducted online and offline, without visible progress
- + Product data was difficult to disseminate, accumulate and compare
- + Brand produces many kinds of products, with uneven product development

In the past, Likoufu conducted its R&D project management both online and offline, and experienced issues with process control, data utilization and resource integration. Knowing that PLM provides a new digital management paradigm for food enterprises, Likoufu began their PLM selection journey. Deeply impressed by Centric Software's professional industry insights and rich project experience, Likoufu carefully considered its goals and scope for the PLM project, and decided to implement Centric Food and Beverage PLM.

USER-DRIVEN IMPLEMENTATION OF PLM

Likoufu kicked off the implementation of Centric Food and Beverage PLM in September 2021, aiming to establish an information-based platform that covers the entire product lifecycle, including market strategy, product requirements, product planning, product development and product releases. With a unified work platform, Likoufu will be able to effectively control the R&D process, disseminate product knowledge, improve communication and collaboration across teams and workflows and release new products faster.

Following a phase-based approach to implementation, the first phase was completed in just three months and focused on improving R&D coordination, visibility and project management. Simultaneously, a centralized digital platform has been established at management, business and system levels to enhance the efficiency of coordinated R&D efforts.

Huang Dayao, Business Director of Guangzhou Restaurant Group's Technical Center, says, "Thanks to close collaboration between the Guangzhou Restaurant R&D Center and the Centric Software team, the PLM project has achieved the fastest and most user-driven implementation among all IT projects ever carried out by Guangzhou Restaurant Group."

PLM EMPOWERS CONSUMER-DRIVEN R&D & BRAND BUILDING

Rapid development of the internet and the emergence of countless digital technologies have resulted in the evolution of business logic from focusing on empirical data to agile, digitalized R&D that responds to emerging trends. In order to stay close to consumer trends, Likoufu has decided to collaborate with Centric PLM to understand the mindset of next-generation customers and build robust branding for today's market.

"Today's launch marks a solid step forward for our entire R&D team in moving away from the previous offline, manual mode to the digital mode," explains Tang Wensheng, CIO of Guangzhou Restaurant Group's Technical Center.

RESULTS

- + Established project management information platform and realized the collection and management of project requirements
- + Improved R & D efficiency and quality through streamlined project management
- + Improved integrity and utilization of R&D data to boost innovation
- + Completed standardization and informatization stages of digital transformation in just 3 months

Feng Deyue, Food Safety Director of Guangzhou Restaurant Groups Food Safety Office adds, "Brand reputation is often undermined when the basics are not done right. With the launch of the PLM system, I believe that we can lay a solid data foundation for our products and better support brand building."

MUCH-ANTICIPATED DIGITAL TRANSFORMATION

The digital transformation of an enterprise usually involves the "standardization, informatization and digitalization" stages. Centric PLM was implemented over the course of three months, during which time Likoufu completed the first two steps, namely standardization and informatization to move away from a paper and spreadsheet based approach. Moving forward, the company will expand its scope of Centric PLM to achieve closed-loop digitization of its businesses.

Lv Yizhong, Deputy General Manager of Guangzhou Restaurant Likoufu says, "PLM is an excellent platform that offers a promising future if it is used well. We now have a unified digital platform that automatically and continuously aggregates valuable human and material resources, which will help us to convert a time-honored brand into an asset."

Mr. Lv concludes, "I have a lot of expectations for the extended application of PLM in the future. The scalability of Centric PLM will be leveraged to incorporate more business links for closed-loop management, including raw materials, formulas, packaging and R&D models with consumer input. The Guangzhou Restaurant Group looks forward to ushering in the era of comprehensive digital R&D."



ABOUT GUANGZHOU RESTAURANT (www.gzr.com.cn)

Founded in 1935, Guangzhou Restaurant is a time-honored brand well-respected as the leader in Cantonese cuisine. The Guangzhou Restaurant Group was established in 1991 and went public in 2017. At present, it has more than 5000 employees. In recent years, the Group has been recognized as one of China's top ten F&B brands, well-known trademarks and new models of time-honored brands. With its focus on food and beverage services as well as food manufacturing, Guangzhou Restaurant Group comprises brands such as "Guangzhou Restaurant", "Likoufu", "Taotaoju" and "Xingyue City".

Likoufu Food Co. Ltd., is a large-scale modern food production enterprise under Guangzhou Restaurant Group. Established in 1998, Likoufu produces hundreds of food items across 8 product lines, namely moon cakes for the Mid-Autumn Festival, quick-frozen desserts, lotus paste fillings, Cantonese-style wind-cured meat, baked goods, quick meals, food souvenirs and rice dumplings for the Dragon Boat Festival.

ABOUT CENTRIC SOFTWARE (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software® provides a Product Concept to Consumer Digital Transformation Platform for fashion, retail, footwear, luxury, outdoor, consumer electronics and consumer goods including cosmetics and personal care and food and beverage. Centric's flagship Product Lifecycle Management (PLM) platform, Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric Visual Innovation Platform (CVIP) offers highly visual digital board experiences for collaboration and decision-making. Centric Retail Planning is an innovative, cloud-native solution powered by Armonica Retail S.R.L., that delivers an end-to-end retail planning process designed to maximize retail business performance. Centric Software pioneered mobility, introducing the first mobile apps for PLM, and is widely known for connectivity to dozens of other enterprise systems including ERP, DAM, PIM, e-com, planning and more as well as creative tools such as Adobe® Illustrator and a host of 3D CAD connectors. Centric's innovations are 100% market-driven with the highest user adoption rate and fastest time to value in the industry. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016, 2018 and 2021.

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