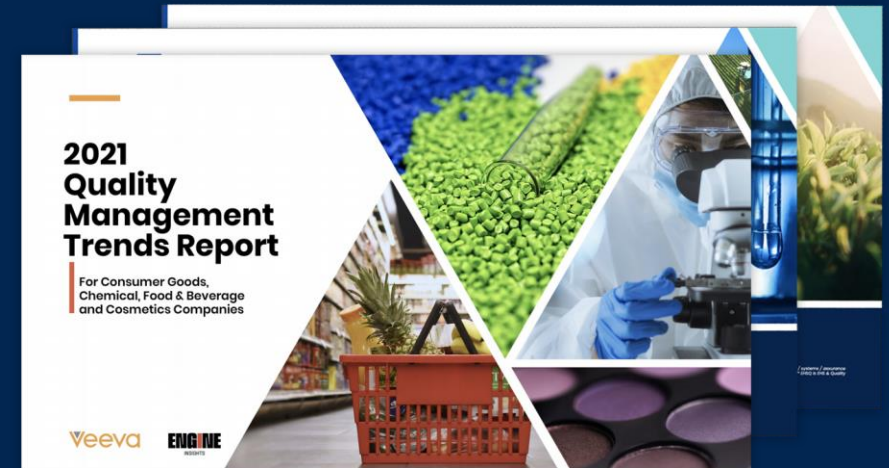


## 2021 QUALITY MANAGEMENT TRENDS REPORT

# 5 Key Takeaways for Quality Management Leaders in 2021



Presented by



# Presented By

**ENGINE exists to  
futureproof  
your business.**

**ENGINE**  
INSIGHTS

A strategic mix of traditional research, data integration, and business analytics, uniquely able to find the insights that will futureproof our clients' businesses.



**veeva**  
A Public Benefit Corporation

We help consumer products and chemical companies bring high-quality, safe, **sustainable**, and compliant products to market faster.

Founded 2007 • 950+ customers • 4,500+ employees • \$1.5B+ revenue

Global company, San Francisco Bay Area HQ

**Forbes**

#8 Fastest  
Growing Public  
Tech Company

**Deloitte.**  
Technology Fast500

Fastest  
Growing  
Company

**FORTUNE**

#2 Future 50  
Company



# Today's Presenters



**Sophia Finn**

Director, Quality Strategy  
Veeva Systems



**Ashley James**

Vice President  
Engine Insights



**Jeff Aufderhar**

Senior Manager  
Engine Insights

# Agenda

- Report Background
- 5 Key Takeaways:
  1. Quality management maturity
  2. Supplier management challenges
  3. Pandemic impacts
  4. Quality & EHS
  5. Digital transformation
- Recommended Actions
- About Engine Insights and Veeva
- Audience Q&A

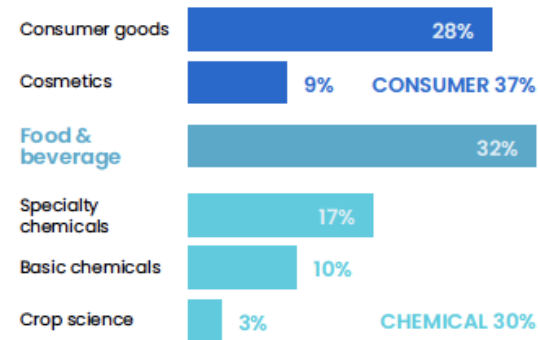


# Background: 2021 Quality Management Trends Report

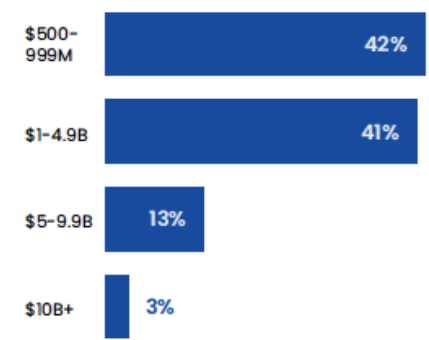
- Jan 2021 survey
- 250+ quality management leaders
- 12 in-depth interviews
  - Representing North America and Europe
- Regulated industries including:
  - Consumer Products
  - Cosmetics
  - Food & Beverage
  - Specialty Chemicals
  - Crop Science

## Survey Respondent Profile

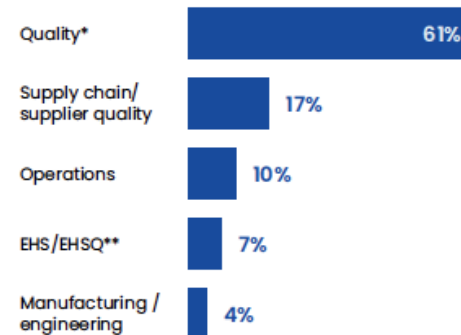
### Industry



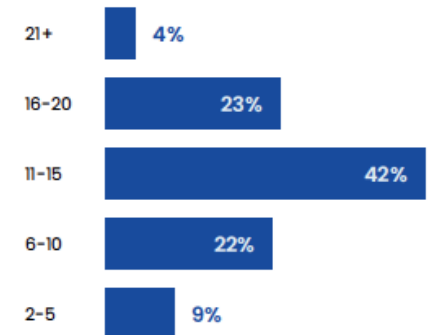
### Company revenue



### Job Function



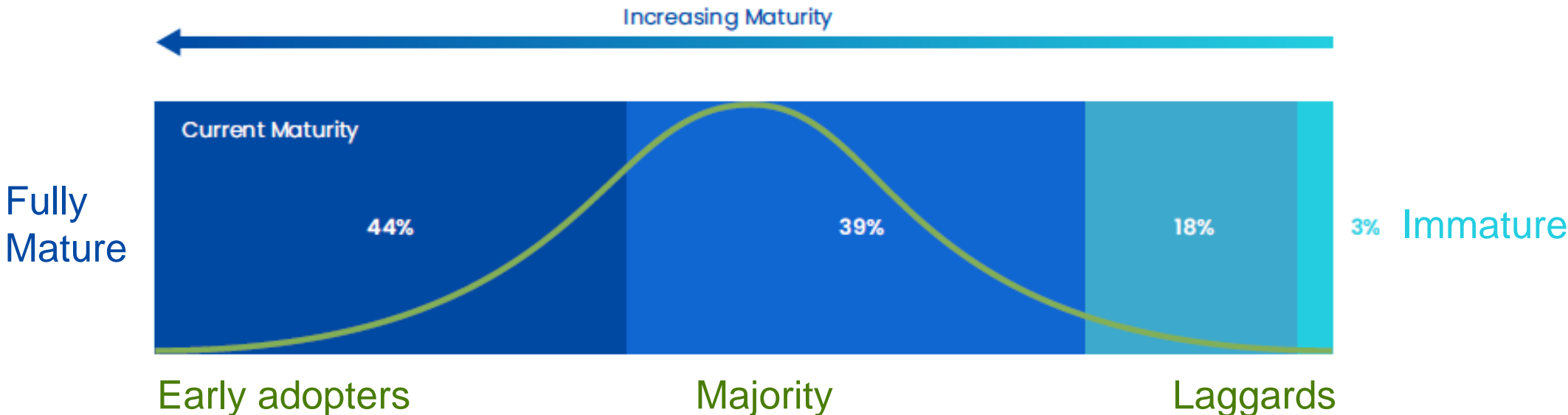
### Years of Experience



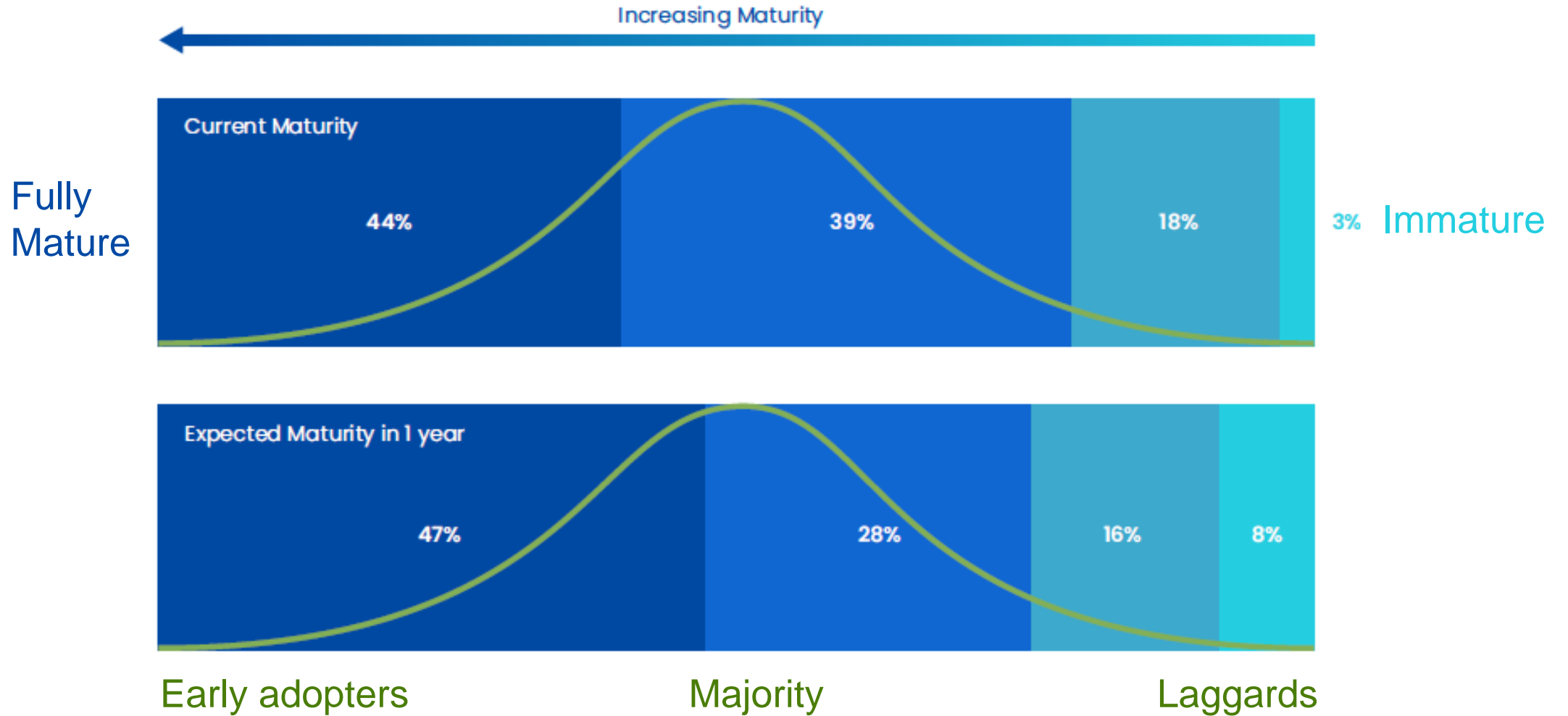
## KEY FINDING #1

Quality management is maturing as companies seek greater efficiency and effectiveness.

# Many companies are well along the path to quality management maturity.



# Maturation is continuing.





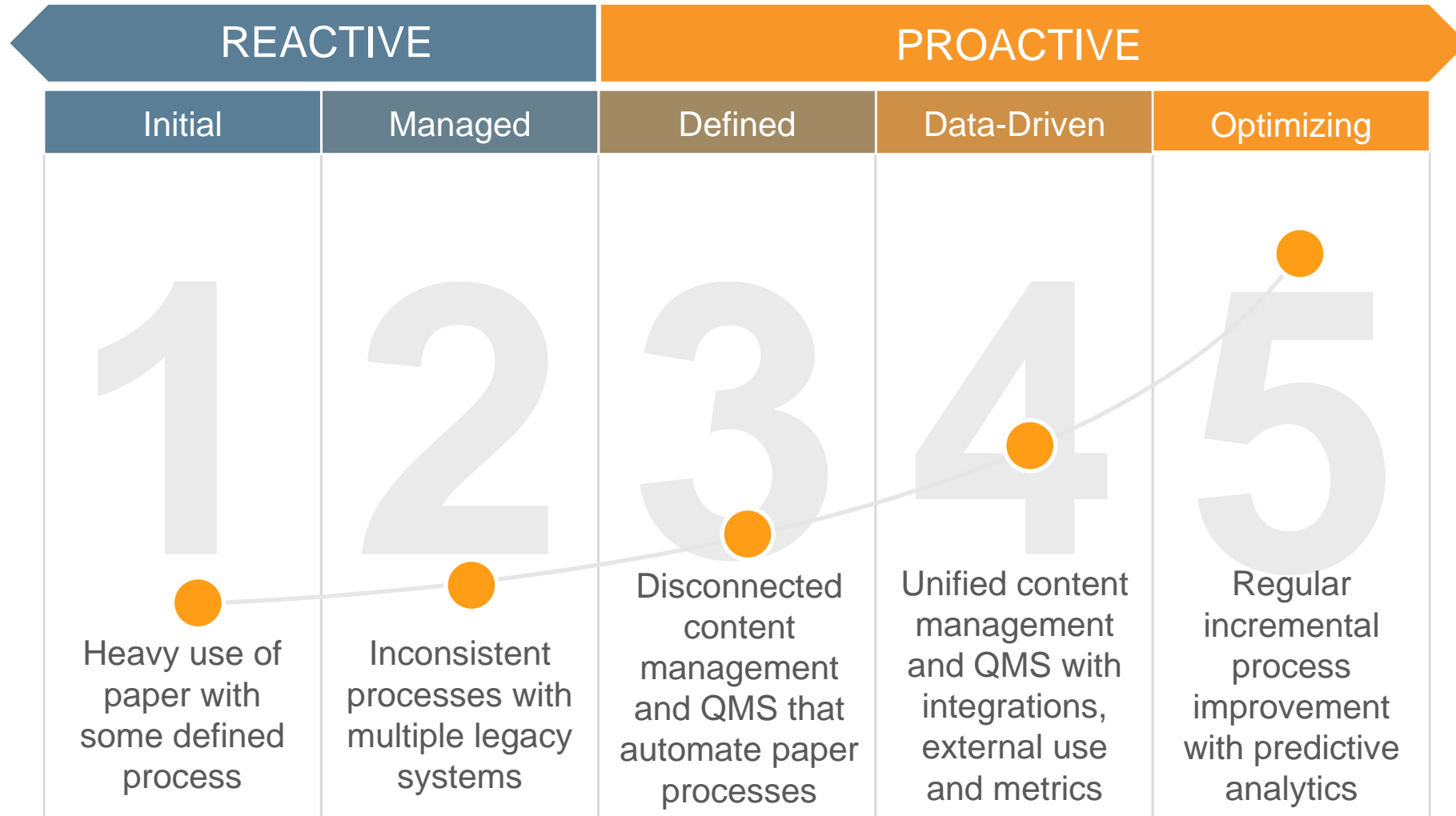


*Specialty Chemicals,  
Quality Management*

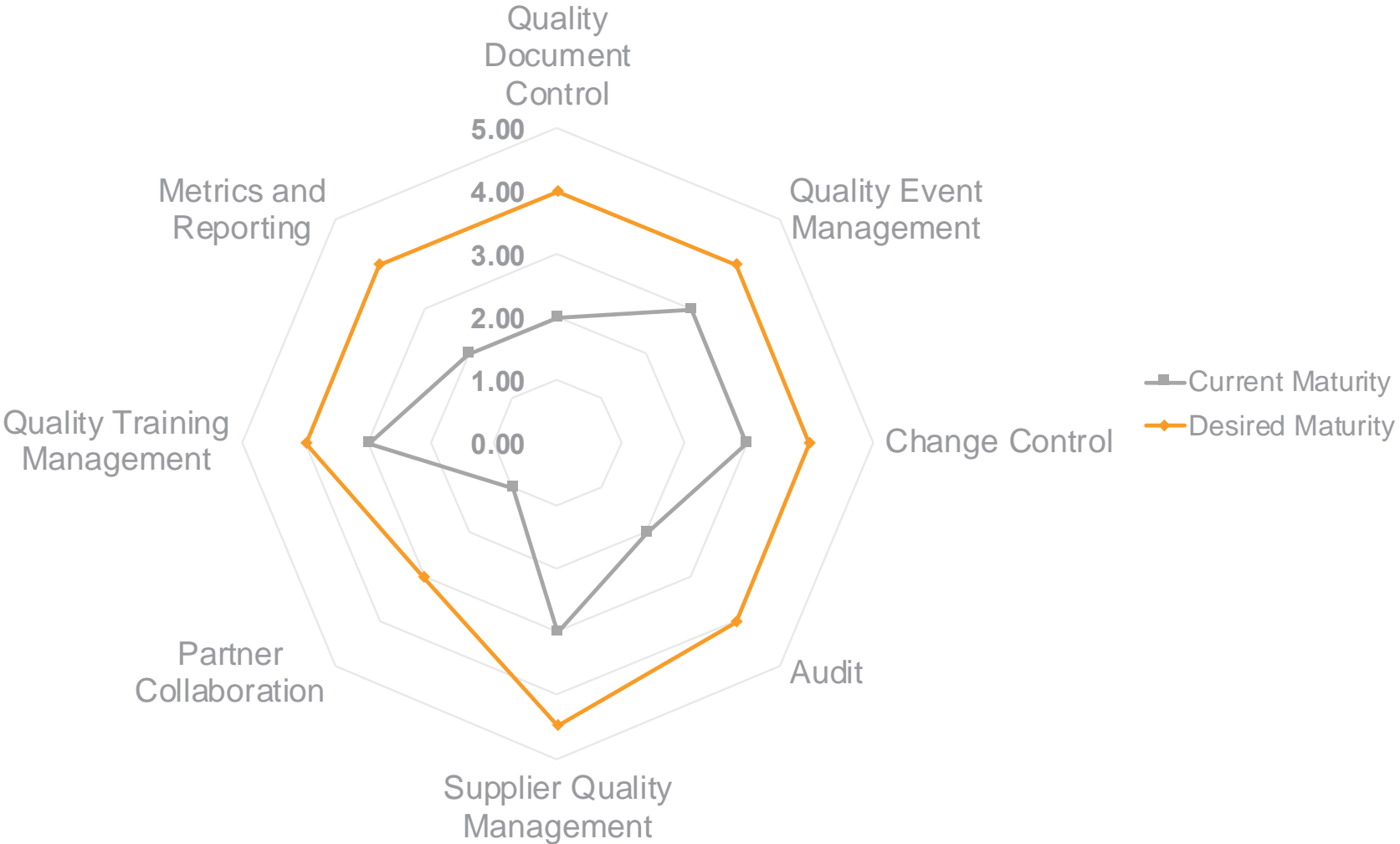
“My first role is to harmonize  
for all sites and all processes.”

*– Specialty Chemicals, Quality Management*

# Measuring Maturity – and Why It Matters



# Current vs. Desired Quality Maturity Summary



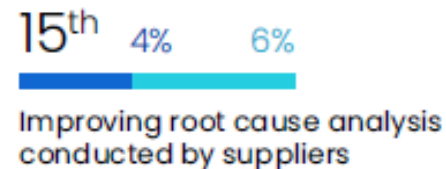
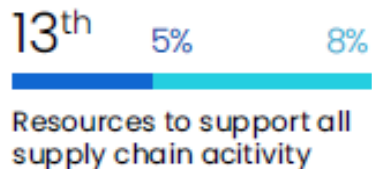
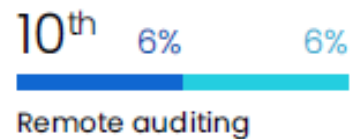
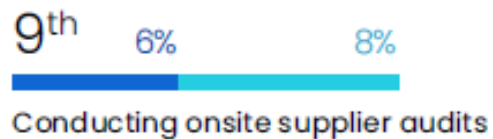
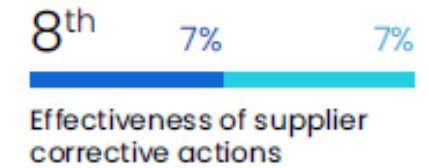
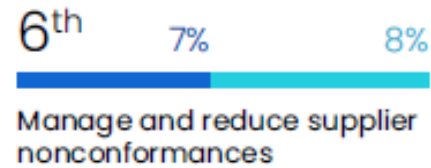
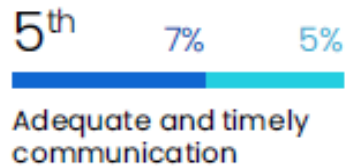
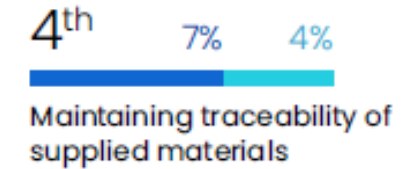
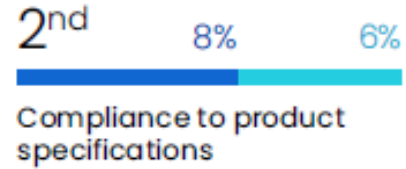
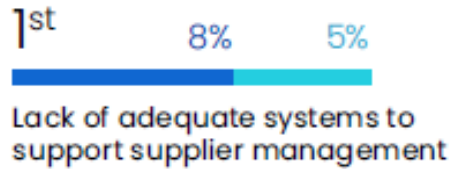
## KEY FINDING #2

Supplier management challenges are both pressing and wide reaching.

# Companies struggle to manage suppliers.

## Top Supplier Management Challenges

RANK: ■ 1st ■ 2nd





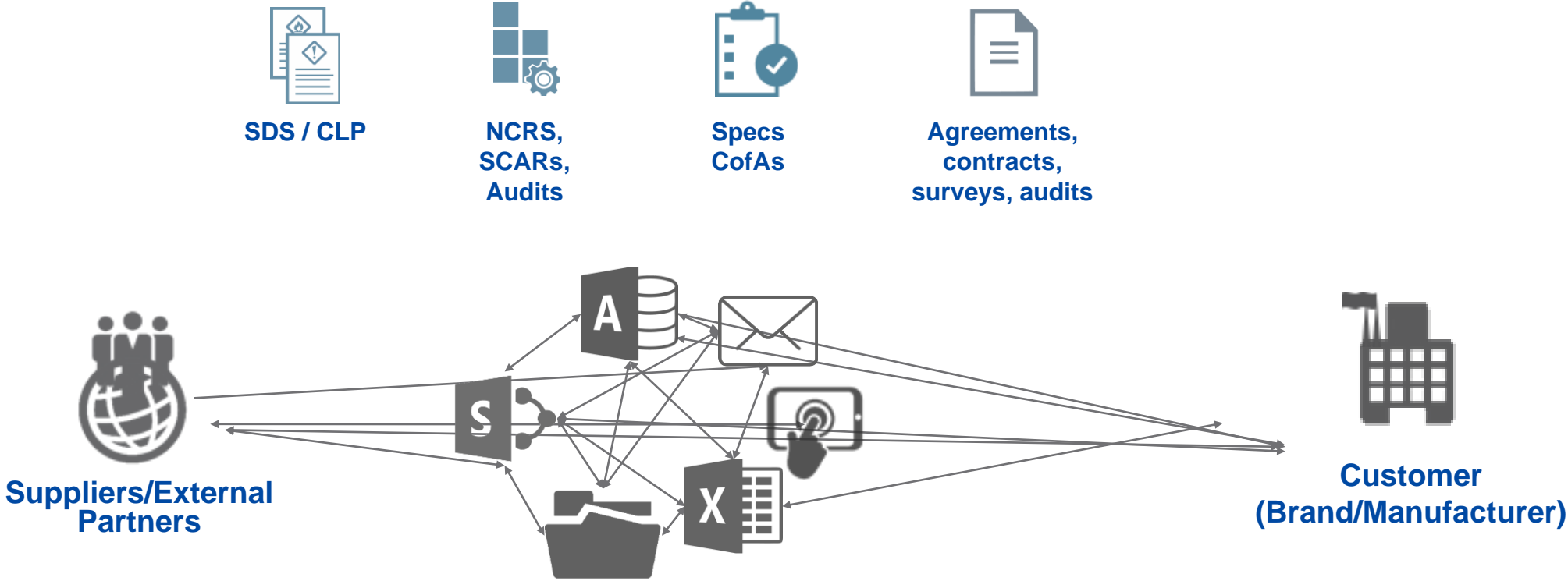
*Specialty Chemicals,  
QHSE*

“Collecting information from suppliers is an email process. We might get it, we might not.”

– *Specialty Chemicals, QHSE*



# How Many Companies Manage Suppliers Today



*Disconnected - Inefficient - Error prone*



# Supplier Collaboration Moves to the Cloud

More companies are adopting one global system to unify quality across their supply chains



# Transforming Supplier Collaboration

“Dashboard functions have enabled us to utilize data to make business decisions. Before it would take days or weeks to build reports for quality leadership **and communicate to suppliers**. Now with a click of a button we can see and share constantly generated content”

- **Andy Pennoni, Assistant Director of QA  
Compliance, Risk Management, and Sustainability**



“Having cloud technology to manage suppliers has enabled virtual work even amidst disruption. Today, as my entire team sits working from home, they still have access to Veeva Vault and **what’s going on with their suppliers and can send information to their suppliers.**”

- **Sheryl Wreghitt, Supplier Development Manager**



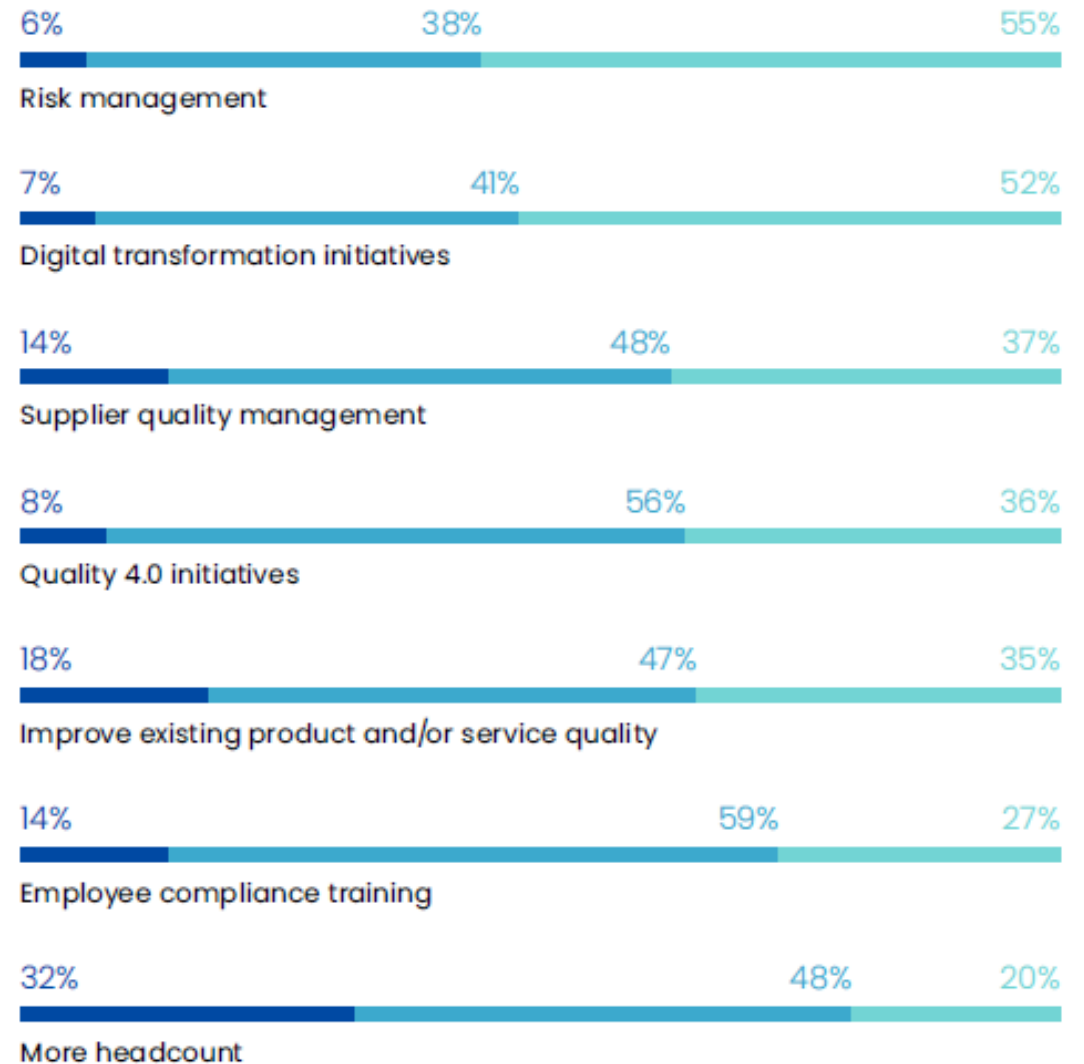
## KEY FINDING #3

The pandemic has increased the urgency to manage risk and move forward with digital transformation.

The pandemic shifted priorities to increase the urgency of managing risk and moving forward with digital transformation.

## Pandemic Impact on Importance

■ Made it a lower priority   ■ Did not change its priority   ■ Made it a higher priority





*Consumer Goods,  
Quality & Compliance*

“I would’ve never been able to  
have my quality team fully  
remote had I not had Veeva.”

*– Consumer Goods, Quality & Compliance*

# Business Continuity Amidst a Pandemic

“Over the last three years we **moved our entire infrastructure to multi-cloud and best-of-breed SaaS application infrastructure** where QualityOne is one major milestone in that. And I think that if we had not done that we would have been in major trouble.”

- Ole Thoreson, Dir. Digitization and Improvements



“Take the time to **find new ways, by leveraging a digital platform like Veeva** and other tools, for how we can really prime our organizations and prime our teams to make some significant step changes through this disrupting time.”



- Andy O'Connor,  
VP of Quality

“We can't train suppliers in Veeva on-site so we switched to virtual sessions. Many suppliers have been perfectly capable of picking up Veeva with just the shortened online trainings we've done which is a sign **the system is intuitive.**”

- Shane Allen, Supplier Quality Engineer



“The ability for us to create and distribute these [supplier] specs internally and externally to suppliers through Veeva during this remote work from home has been extremely beneficial in the **speed** at which we track and accomplish these changes.”

- Corinna Guillaume, Senior Quality Manager





## KEY FINDING #4

Quality & EHS are converging.

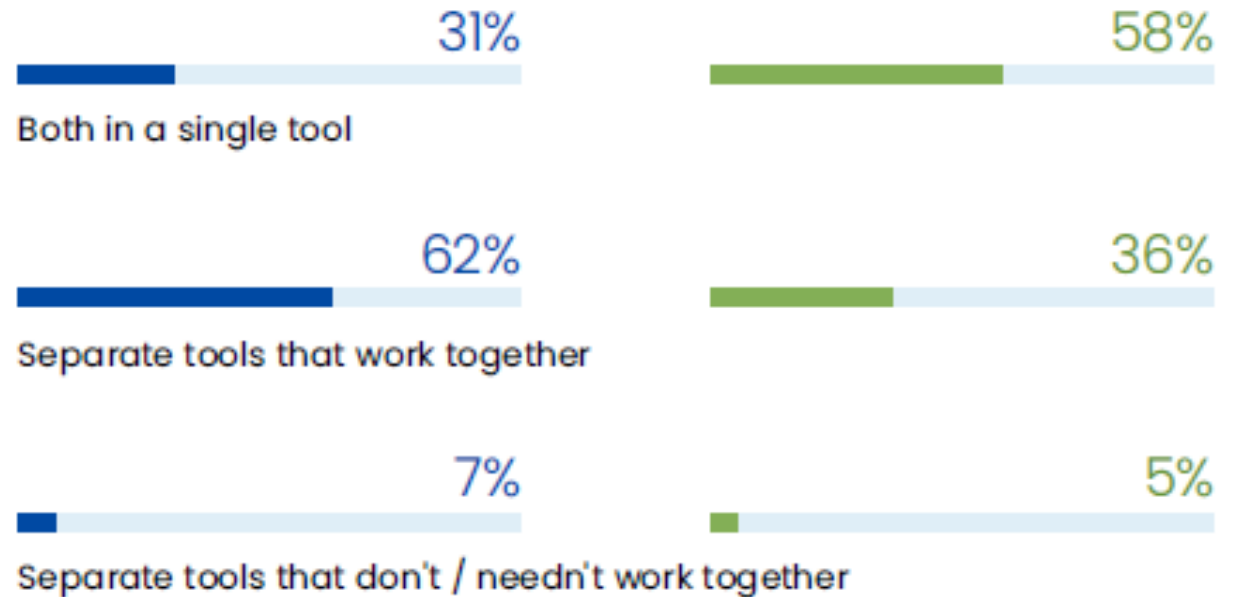
# Quality and EHS roles, solutions are converging.

# 74%

Dual Quality & EHS role

## EHS & Quality Solution Integration

■ Current solutions ■ Preference



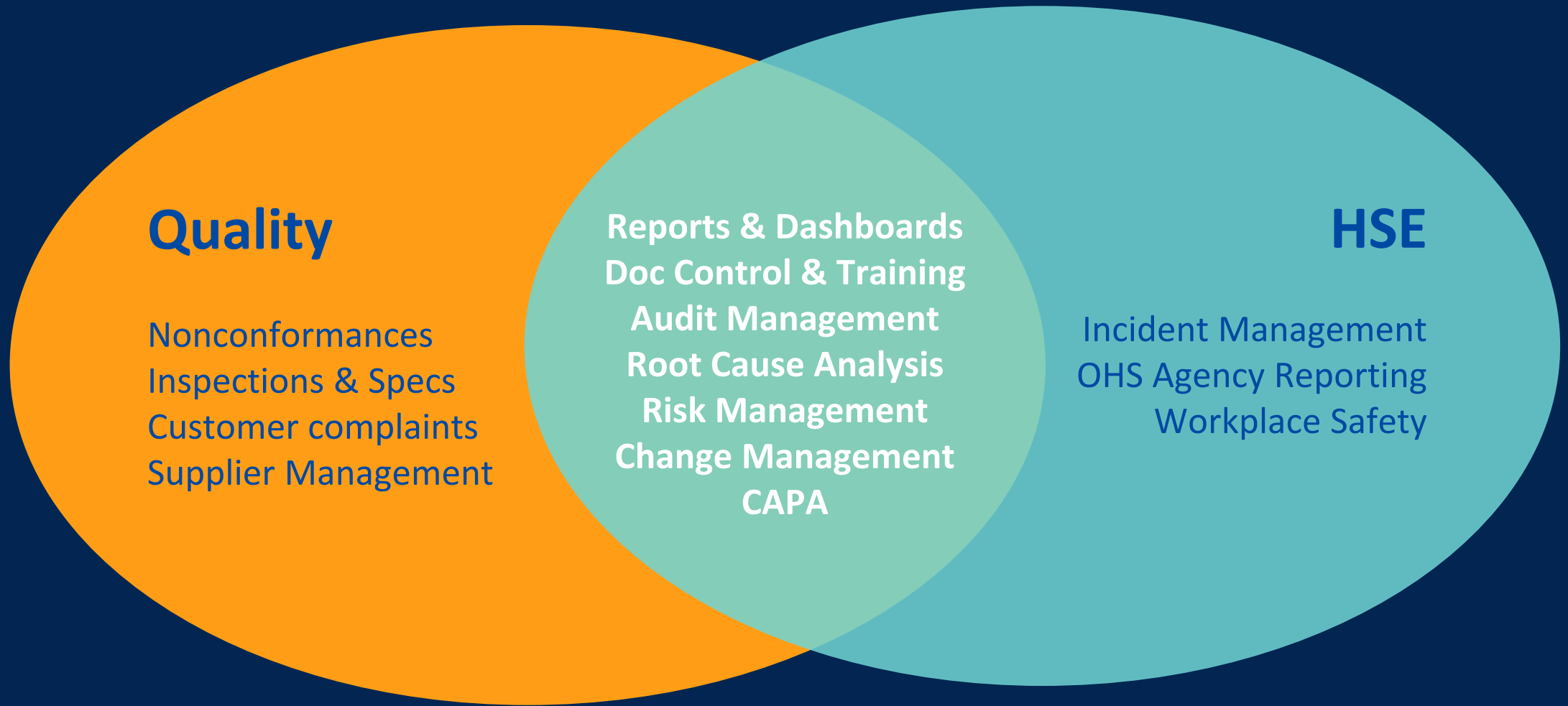


*Consumer Goods,  
Quality Management*

“It's a strategic imperative to move toward more common platforms. That's one of the drivers towards modernity.”

*– Consumer Goods, Quality Management*

# Harmonize Processes Across Quality and HSE

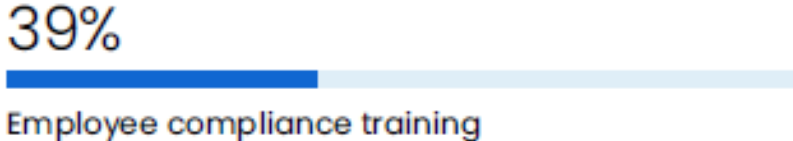
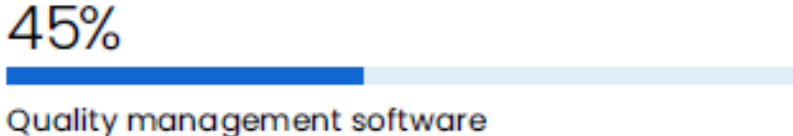
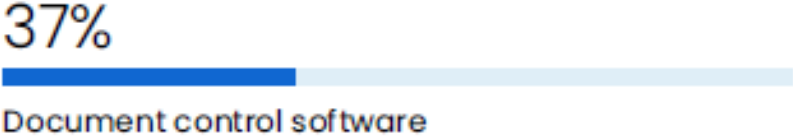
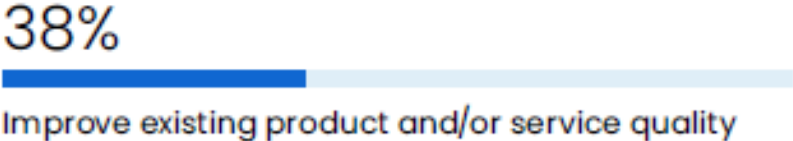


## KEY FINDING #5

Companies are investing in digital transformation and cloud-based QMS.

# Companies are making multiple quality management investments.

## Past 12 Months Investments in Quality Management





*Consumer Goods,  
Quality & Compliance*



“One of the main returns on investment is the cost of quality. Having an automated system means our data is accurate. It’s comprehensive...The cost to maintain the same quality of product in the field goes way down.”

– *Consumer Goods, Quality & Compliance*

# Today's Market Demand an Agile Approach

Speed to Value

## TRADITIONAL

**Analyze, Build Consensus, RFI/P, Engage**

- Exhaustive End-to-End Analysis
- Comprehensive consensus approach
- Lengthy RFI & RFP selection processes
- Result: Business drivers out of date

## AGILE

**Identify Need, Scope/Prove Pilot, Scale**

- End-state hypothesis & urgent need priority
- Evaluation-based technology selection
- Iterative Approach: Test-Invest-Scale
- Co-Creation: From Pilot-to-Commercial Offering

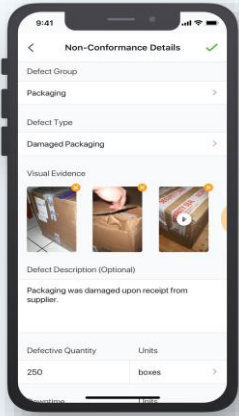


# Accelerating Time to Value From Co-Creation to Commercial Offering

## REAL WORLD EXAMPLE

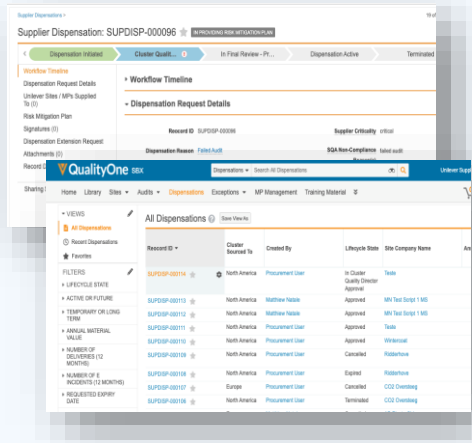
## Top 5 Consumer Goods Company

Real-time  
Supplier NCRs



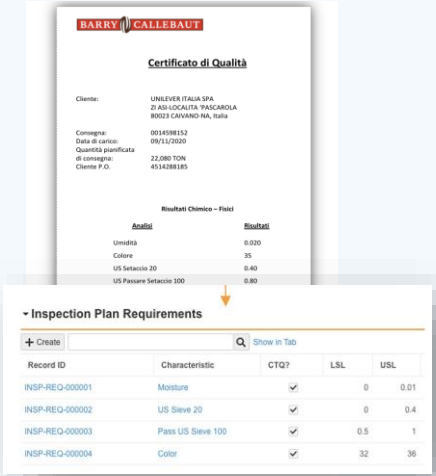
Remediate  
Supplier NCRs  
at the Dock

Covid-19 Supplier  
Temporary Approval



Dispensation  
system enhances  
supply chain  
resiliency

Accelerating CoA  
Processing with AI



Reducing manual  
effort for factories  
by automating CoA



# Recap of Key Findings

- 1 Quality management is maturing as companies seek greater efficiency and effectiveness.
- 2 Supplier management challenges are both pressing and wide reaching.
- 3 The pandemic has increased the urgency to manage risk and move forward with digital transformation.
- 4 Quality & EHS are converging.
- 5 Companies are investing in digital transformation and cloud-based QMS.



# 4 Things You Can Start Today to Improve Quality in Your Organization

1. Conduct an internal assessment

2. Connect with a specialist

3. Network and learn

4. Sign up for events





Questions

# Stay in Touch



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