EY Modular Innovation Experience

Connect. Orchestrate. Transform.

The better the question. The better the answer. The better the world works.

Shape the future with confidence

Business drivers

Organizations today face mounting pressure to adapt to shifting market dynamics, regulatory changes, and evolving customer expectations. Legacy systems and fragmented data often hinder progress, resulting in inefficiencies and missed opportunities. EY Modular Innovation Experience (EY MIX) was developed to address these pain points – helping clients overcome operational bottlenecks, respond to subpar performance, and benchmark against industry leaders for improved business outcomes.

Solution overview

EY Modular Innovation Experience is the EY organization's proprietary, end-to-end platform for orchestrating innovation throughout the product lifecycle. It connects existing enterprise systems to form a unified orchestration layer, accelerating time-to-market, improving collaboration, and embedding governance controls.

EY Modular Innovation Experience is a cloud-enabled transformation solution, combining EY industry experience with Microsoft technology to help organizations accelerate growth, optimize operations, and manage risk.

The solution is designed for C-level executives, business unit leaders, technology managers, and transformation professionals in sectors such as consumer products, life sciences, retail and manufacturing.

EY Modular Innovation Experience provides measurable impact through integrated data, automation and scalable innovation tailored to the needs of these roles and industries.

The platform is highly scalable and customizable for global deployment across consumer products and beyond.

Solution description

EY Modular Innovation Experience **comprises five core modules which can be run together or as independent items to support end-to-end innovation management.**

Strategy

Make a strategic move and discover where to engage and be guided on how to make the right choices - powered by AI data recommendations.

Discovery & Idea generation

Delve into a library of insights and ideas to generate insights and determine winning ideas - powered by a smart AI search engine built on Microsoft Azure and Open AI search capabilities.

Products & Solutions

Collaborate and co-create with the wider cohort by exploring our own catalog to build scalable products on a global level.

Modular Innovation Workflow

Initiate your modular, integrated and automated workflow to create and manage projects from idea to market.

Analytics

Track your project's performance and oversee portfolio efficiency.

Solution benefits

EY Modular Innovation Experience **accelerates innovation and enhances collaboration across teams and geographies, driving smarter decision-making and improved compliance. Here are the key benefits:**

- **Accelerated innovation:** Reduces time-to-market for new products by up to 25% through automation and streamlined processes.
- **Improved portfolio value:** Increases overall innovation portfolio value by 20% with better investment decisions and resource allocation.
- **Enhanced governance:** Achieves a 10x reduction in the number of approvers, minimizing risk and ensuring regulatory compliance.
- **Scalable global deployment:** Supports consistent processes and collaboration across more than 20 global teams through Microsoft Cloud.
- **AI-powered decision-making:** Provides actionable insights via AI-driven analytics, enabling faster and smarter decisions.

Solution differentiators

- Modular, scalable platform: EY Modular Innovation Experience can be tailored and expanded to fit organizations of any size, supporting rapid deployment and future growth.
- Unified orchestration layer: The solution connects existing systems without replacing them, providing seamless end-to-end management.
- AI-powered ideation and analytics: EY Modular Innovation Experience uses advanced AI to speed up brainstorming, decision-making, and analytics.
- Streamlined governance and compliance: The platform embeds compliance checks and improves governance, reducing risk and improving control.
- Accelerated time-to-market: EY Modular Innovation Experience enables parallel workflows and removes redundant tasks, helping organizations launch faster.
- Global scalability and collaboration: The solution supports deployment across regions and business units, fostering worldwide collaboration.
- Proven impact: EY Modular Innovation Experience has provided measurable results, such as boosting portfolio value and reducing time-to-market.

Joint value proposition

- Combines EY's deep industry knowledge with Microsoft-leading cloud and AI technologies to deliver transformative business outcomes.
- Enables clients to accelerate innovation, improve operational efficiency, and manage risk through integrated, scalable solutions.
- Offers a unified platform for collaboration, data-driven decision-making, and compliance across global teams and geographies.
- Provides proven methodologies and advanced analytics, helping organizations achieve measurable results faster than competitors.
- The alliance delivers trusted advisory and cutting-edge technology, giving clients confidence to shape the future and stay ahead in the marketplace.

Case study

Client: Kraft Heinz – Leading Global Consumer Products Manufacturer
Industry: Consumer Products
Buyers: Chief Innovation Officer, CIO and COO

Client challenge

- Innovation performance was only 10% of industry benchmarks.
- Time-to-market for new products could take up to two years, even for simple launches.
- Innovation contributed just 1% to net sales value, compared to 8% for peers.
- Disconnected IT landscape and poor data quality hindered visibility and decision-making.
- Excessive approval steps and complex, linear processes slowed progress.
- There was no central visibility of products and inconsistent qualification across systems.
- High resistance to change existed due to due to legacy-driven culture and fragmented market solutions.

Engagement summary

- EY partnered with Kraft Heinz to transform their innovation management, addressing slow time-to-market, fragmented systems, and low portfolio value.
- EY Modular Innovation Experience solution unified data sources, streamlined workflows, and introduced process automation to accelerate decision making and product launches. The solution was deployed as a SaaS platform, integrating with existing PLM, ERP and master data systems.
- The engagement focused on simplifying governance, improving visibility across global teams, and embedding advanced analytics for better portfolio management. As a result, Kraft Heinz achieved faster innovation cycles, enhanced compliance, and measurable improvements in business performance.

Value provided

- Reduced time-to-market for new products by up to 25% through automation and streamlined processes.
- Increased overall innovation portfolio value by 20% with better investment decisions and resource allocation.
- Achieved a 10x reduction in the number of approvers, minimizing risk and ensuring regulatory compliance.
- Supported consistent processes and collaboration for over 20 global teams through Microsoft Cloud.
- Provided actionable insights via AI-driven analytics, enabling faster and smarter decisions.

Contacts

EY

Thomas Pyschny
Global PLM/Innovation Excellence Leader,
Ernst & Young LLP
Phone: +41 78 818 23 23
thomas.pyschny@ch.ey.com

Microsoft

Jodi Lustgarten
Microsoft Alliance Director
Microsoft Corporation
jodise@microsoft.com

EY and Microsoft: Helping the world work better to achieve more.

Every day, throughout the world, businesses, governments, and capital markets rely on EY business ingenuity and the power of Microsoft technology to solve the most challenging global issues with extraordinary, transformative outcomes.

EY and Microsoft bring a compelling formula to spark the potential of the cloud and unlock the power of data. We solve our clients' most challenging issues by blending trusted industry experience with innovative cloud technology. Our strategic relationship draws on decades of success developing visionary solutions that provide lasting value.

Together, we empower organizations to shape the future with confidence.

For more information, visit: ey.com/Microsoft.

EY | Building a better working world

EY is building a better working world by creating new value for clients, people, society and the planet, while building trust in capital markets.

Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multi-disciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

All in to shape the future with confidence.

EYG no. 001085-26Gbl
ED None

ey.com