

# Sunrise

## by Sun Digital

Benefits Overview

2018

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## 01 / About Us

**Sun Branding Solutions is the UK's most well established and experienced end to end brand packaging solutions provider.**

### **What differentiates us:**

Our ability to develop packaging solutions from strategic creative development through to on shelf through our family of five distinct specialisms of Creative, Graphics, Legal, Pack Science and Digital sets us apart from most providers.

The specialisms' combined purpose is to meet our customers' need for consistency throughout their brand and packaging development in a way that creates speed, flexibility and saves money.

### **Our History....**

We began in 1893 as the reprographics and colour business, Gilchrist, and are part of Sun Chemical, the world's largest innovator of inks and pigments. The pride we take in this unique combination of experience and pioneering technical knowledge means we create the most beautiful, lustrous printed colour that radiates your brand harmoniously around the globe.



## Sunrise packaging launch and asset management software

### 01 / About Us

Our new generation asset management software, called Sunrise, builds on a legacy of over 16 years working with the world's leading brand owners and retailers, supporting the management of all aspects of their packaging development, design and launch processes, leveraging complete visibility and control over every stage.

Sunrise currently interfaces with over 1,500 organisations and supports over 3,000 FMCG product launches every month.

Sunrise takes advantage of the latest Microsoft Azure cloud technologies and is constantly evolving to provide Brand Owners with the tools to succeed and win in today's always-on, omni-channel world. This investment ensures that the Sunrise continues to be the number one digital asset management application and provides value to our clients through benefits such as:

#### Saving time and money

- / Faster artwork approval times – 5 days down to 2
- / Fewer Artwork amendments – Av. of 3.7 down to 1.8
- / Less admin effort required to manage the process

#### Holding and managing all assets through one simple, easy to use system

- / Central solution coordinating all activity to remove email trails.
- / Rapid artwork and text search ability – find what you need, when you need it, across all stored assets

#### Integrated online approval tool

- / No need to transfer files between different systems, reduces risk of errors and effort
- / Full approval audit trail – who said what, where, and when.
- / Powerful real-time management Information
- / Transparency across the process removing the need for tracking spreadsheets
- / Everyone working to the same "single version of the truth"
- / Focus on exceptions, Better information = Better decisions



## We're brighter together...

So what makes us different from every other end to end brand and packaging design agency?

Because all our experts from Creative, Legal, Pack Science, Graphics and Digital work as one team under one roof. That means that even if you're only working with one of our specialisms, the insight and experience of each expert team still shapes what we deliver.

## 01 / About Us

### How our model works for you in practice

We've created our structure to provide a seamless transition of your work through its journey to the printer and into your customers home.

Our implementation team pride themselves on getting to know you, your stakeholders, your systems, and your suppliers inside out and employing a highly organised and disciplined approach from day one.

Our unique model has been rewarded with clients of over 16 years, and global brands whose processes we are proud to be improving and streamlining year on year. These include Kingfisher, Bacardi, Asda, Aldi, Heinz, Walmart, Unilever. For RB alone, we manage more than 25,000 SKUs per year across 68 countries.

The case studies shown in **Section 5** demonstrate a few examples of how we've help achieved goals that our clients had set.

The new customer partnerships we form every year, across the beverage, food and retail industries continue to refresh our insight and inspire us in our mission to refine quality, consistency and value throughout our customers' end to end packaging development process.



## 02 / Introduction

**Sunrise manages more than 3,000 FMCG launches every month.**

That's not all; there's more...

Sun Digital has for the last 16 years specifically focussed on managing the demanding requirements of high volume/complex FMCG products.

We operate from multiple locations globally. Sun Digital has 30 dedicated employees who operate in the areas of:

- Professional services
- Software development
- Quality assurance
- User experience
- Client services / Helpdesk support
- Project management
- Implementation
- Training

Sunrise is designed, developed and serviced 100% internally. We do not outsource anything including development, consultancy, training, or helpdesk services.



## 02 / Introduction

### Underlying supporting infrastructure accreditation level and discipline

Software as a Service (SaaS) has transformed the challenges Information Systems and IT departments face in commissioning systems. In the past, software purchased outright would need to be loaded onto a device. Today, with SaaS model the software is hosted in the cloud and accessed via the internet.

During this time, we have become Microsoft Gold Software Development Partners. The Microsoft Azure hosting infrastructure Sun Digital utilises for its SaaS applications are certified to ISO/IEC27001-2005 (aka ISO9001 (Quality) and ISO27001 Security), controlled by a set of policies which align to ISO27002.

### Digital Asset Management Experience

Sun Branding was the first company to market with a digital packaging artwork process and approval solution, named ODIN, back in 2002.

Sunrise builds upon that heritage taking all the knowledge gained over 16 years and augmenting it with the latest in cloud technology, business intelligence and machine learning to create a fully flexible and adaptable tool which puts our clients in control.

### Security and discipline

We have empathy for the needs of our clients given we are part of a broader business servicing Brand Owners' packaging and artwork requirements 365 days of the year. This knowledge is reflected in the way we have written our Sunrise software, the rich functionality it contains, and its flexibility which put you in control of your processes.



## 03 / Why Sunrise?

Every customer has their own bespoke and unique needs.

At the heart of Sunrise is a fully configurable workflow with a digital asset management solution. It is used by our clients to manage everything from the simplest label to the global rollout of a television advertising campaign.



### Operational Dashboards

Sunrise brings your business processes to life with live reporting of current activity and tools to enable proactive management of the critical path.

Sunrise users customise their own homepage using a toolbox of views supplying feeds on approval status, activity management, tasks and current capacity.

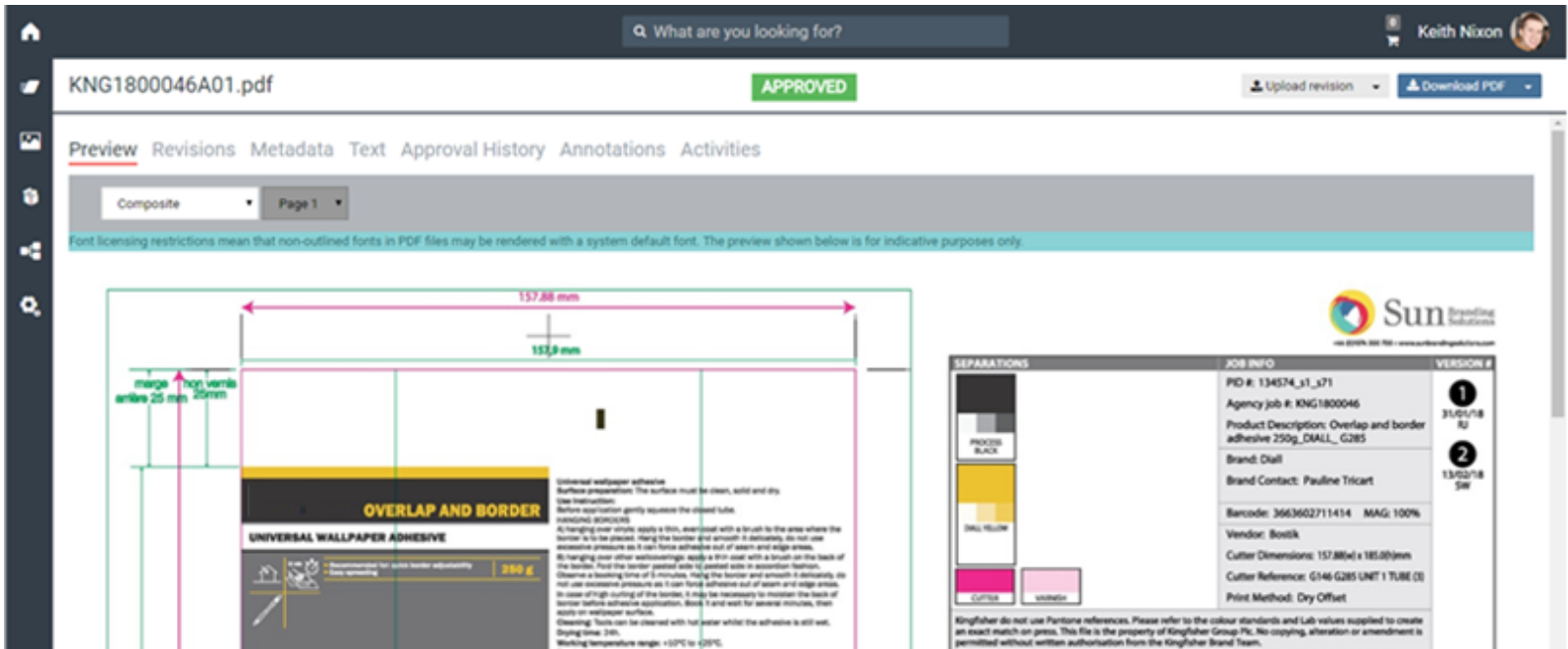
Custom reports allow data to be quickly extracted and analysed as needed. (Generally, 5 custom reports are set up as part of your implementation.)



## 03 / Why Sunrise?

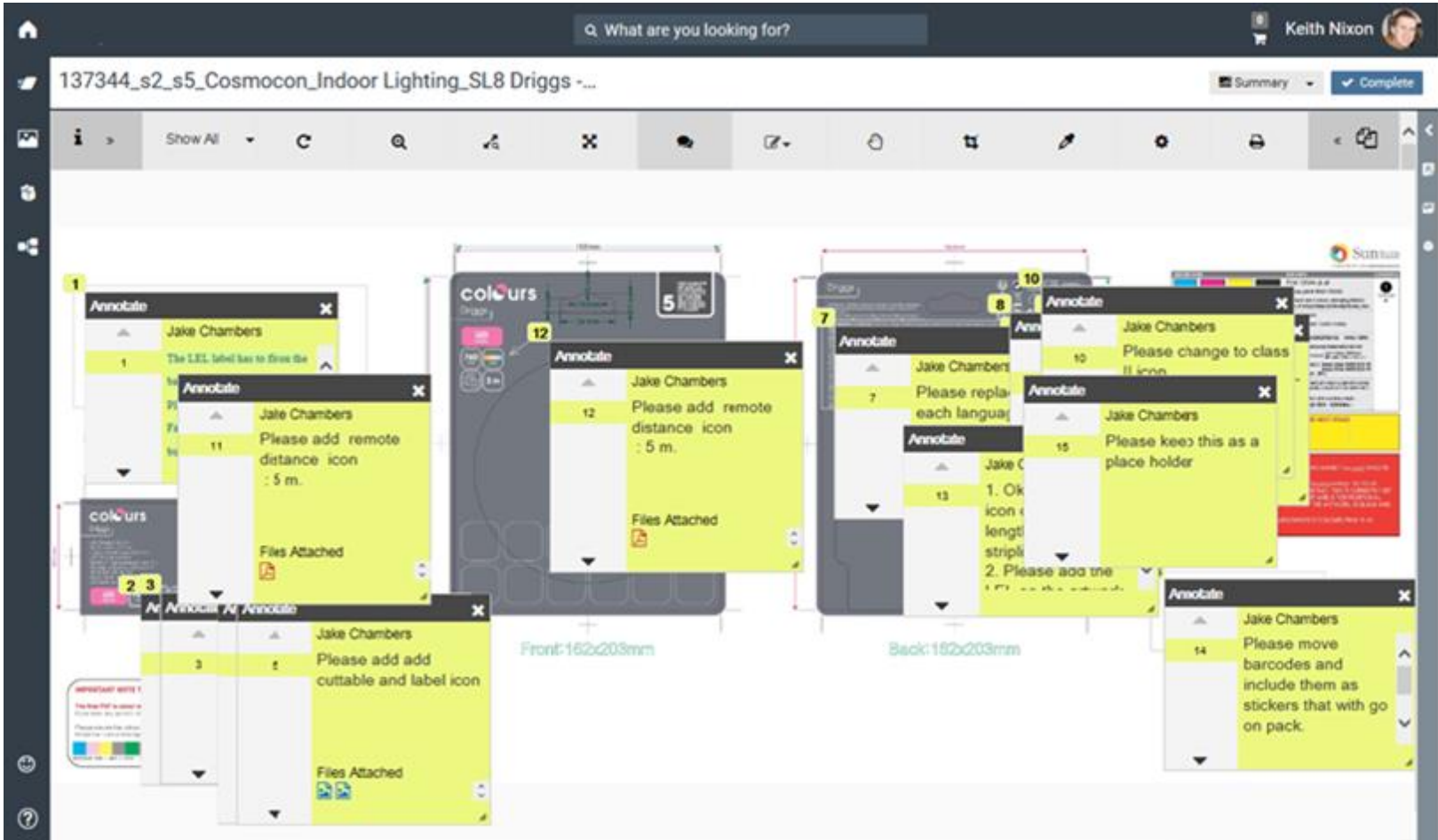
### Digital Asset Management

Sunrise creates bespoke asset libraries for a variety of purposes from cutter/technical drawing databases, to providing easy one-step access to in market assets.



Digital assets can be placed into libraries either directly or as part of the activity workflow. Once in a library, an asset maybe:

- / Linked to a Product File – allowing for the visualisation of a complete bill of materials view of all artwork components making a 'finished goods' product.
- / Link to new activity to allow the asset to be reused, associated as a reference file or redeveloped.
- / Shared to external 3<sup>rd</sup> parties, via a secure one-time use access code.
- / Converted into different file formats (for example Adobe Illustrator files may be converted to PDF or JPG on download).
- / Previewed where the file is a PDF, JPG, BMP, AI, TIFF, GIF, PNG or MP4.



**Unlimited  
asset  
storage.**

**Individual  
files sizes  
of up to  
2GB  
supported.**

**File type  
agnostic.**

For many Brand owners, the process of artwork sign-off has remained an extremely cumbersome and laboured process with, in many cases, artwork having to be physically 'walked around' a business, emailed or posted to external stakeholders. Amendments and comments picked up on the way very often need collating, correcting or re-approving adding further time delays and additional opportunities for costly errors.

Our Online Approval Tool provides a robust and secure module for all users and stakeholders in the approval process to view and comment on digital assets, graphics and artwork files using a collaborative and highly functional, online annotation and approval tool set with inbuilt Responsible, Accountable, Informed and Consulted (RACI) functionality as standard. One of the very few approval tools in the industry that requires no external 'plug-in' software, easing the burden on busy IT departments and providing a simpler implementation programme

## 03 / Why Sunrise?

- / Touch compliant (supports iPads) annotation tools, including the ability to add comments, free hand draw, measure, view separations, densitometer, export to PDF.
- / Request consultation with other users.
- / Threaded discussions.
- / Side-by-side or overlay comparison of the current version of the asset to any previous version.
- / Comparison to any other file of the same type attached to the same activity workflow.
- / View associated assets from the product's bill of materials. E.g. View front and back labels at the same time.
- / Mark other user's comments are actionable for easier briefing to artwork agencies.
- / Record and report on rejection reasons to identify common trends and reduce amendment rounds.

### **Search just like on the internet....**

Sunrise uses the power of Microsoft Azure search, the same technology found in Bing and Office 365.

/ Pack copy is automatically databased on asset upload (for non-outlined files) and is searchable, allowing users to locate assets based on claims, marketing copy or on pack codes.

/ File metadata searchable and reportable including:

- Colours used
- Fonts used
- Overprint layers
- Transparency layers
- Applications used in file creation
- File history & properties

/ Natural language searching.

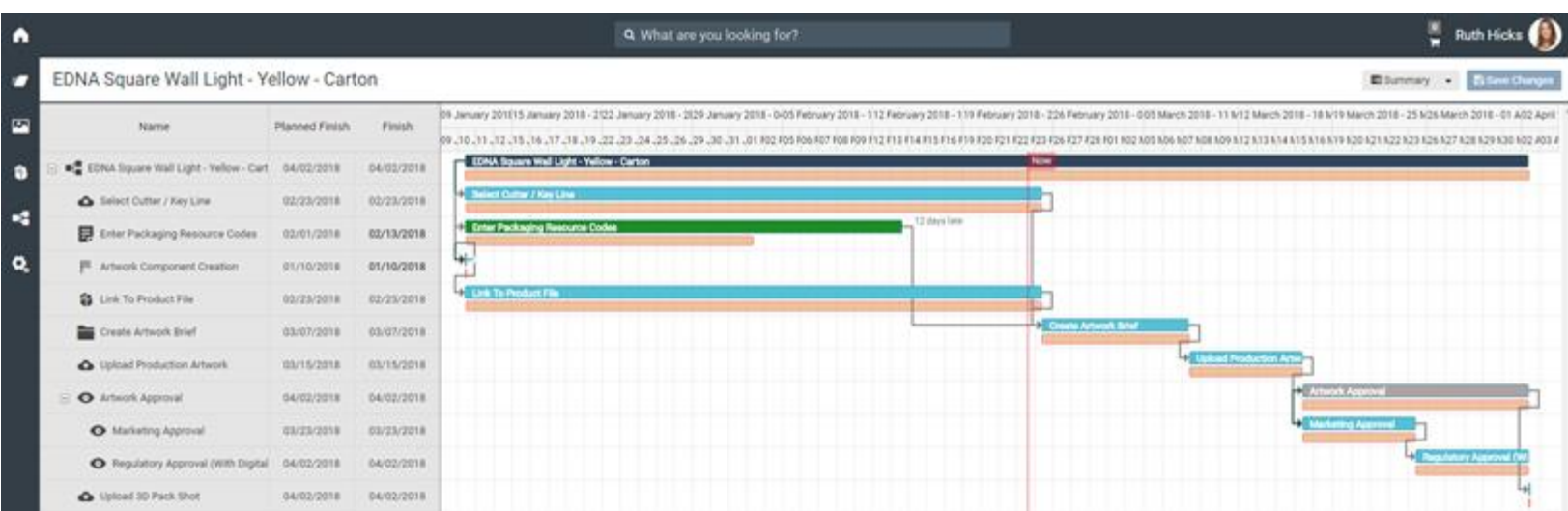
/ Filter by asset approval verdicts and expiry or obsolesce date.

/ Search by associated activity meta data including component codes, design numbers, barcodes, finished good codes and much, much more.

## 03 / Why Sunrise?

### Activity / Project Management

The workflow is fully configurable and combined with the customisable webforms to provide the capability to manage the entire NPD process from ideation right through to post launch review. Indeed, there is no reason to limit the use of the workflow tool to just the management of packaging - any business process can be automated.



**Build from start or end date.**

**Workflow automatically adjusts estimated completion dates at each touchpoint.**

/ Original, Planned, Projected and Actual tasks dates are tracked.

/ Task durations easily updated using 'drag and drop' interface to bring the critical path back on track.

/ Due dates shown in the user's local time zone. Working times align to the user's location.

/ Users are notified by email when a task starts and optionally when it is running late, placed on hold, cancelled and its duration altered.

/ Tasks can be marked as urgent or low priority.

/ Event-based-logic allows workflows to progress down different routes as the project progresses including 'looping back' to previous tasks where needed.

## 03 / Why Sunrise?

### Business Intelligence

Sunrise provides multi-tiered reporting capabilities aimed at different user types.

#### / Operational Dashboards

Operational Dashboards provide real time activity level information directly from the Sunrise homepage presented in the form of configurable 'widgets' allowing the user to select reporting views which are most pertinent to their job function.

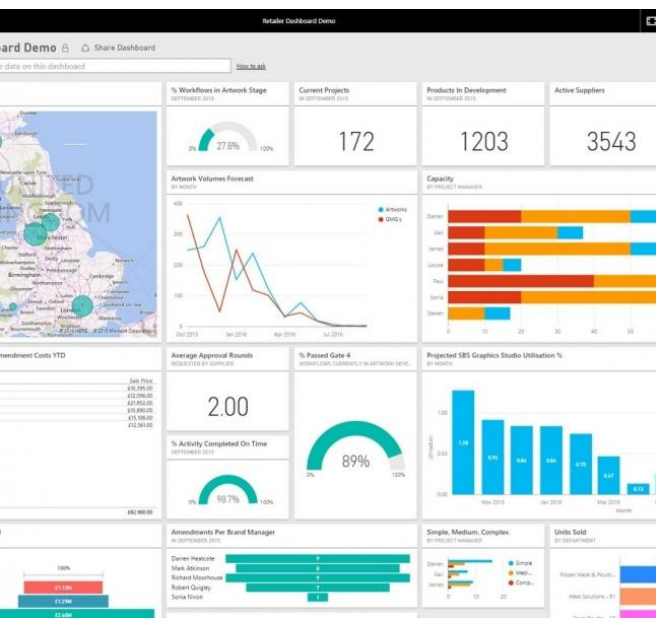
#### / Custom Reports

Custom Reports are used to extract required datasets to Microsoft Excel for detailed ad-hoc analysis. Queries can be written analyse data for practically anything which is captured or managed in Sunrise.

#### / Aggregated Reporting from our Data Warehouse

Sunrise provides a data warehouse for in-depth reporting and data analysis. Data is extracted at the end of each working day, transformed, segmented by Sunrise customer and cleansed. The data is then made available, in the cloud securely for our clients to access.

Because the data has already been transformed and presented in an easily consumable format, our customers can create detailed aggregated reports and interactive dashboards themselves in a variety of tools, ranging from Excel to fully enabled BI solutions such as Microsoft PowerBI, MicroStrategy or Sisense.



#### / More about PowerBI...

Microsoft PowerBI, free to Office 365 customer's, lets you turn your unrelated sources of data into coherent, visually immersive, and interactive insights. Whether your data is a simple Excel spreadsheet, or a collection of cloud-based and on-premises data warehouses, Power BI lets you easily connect to your data sources, visualise and discover what's important, and share that with anyone or everyone you want.



## Integration

Technical documentation for our webAPI can be found at:  
<https://api.sbssunrise.com/swagger/ui/index#/>

### / Protocols supported

Sunrise's public webAPI supports all modern protocols including REST and SOAP (versions 1.1 & 1.2) for inbound and outbound traffic.

REST supports JSON, Form URL and XML body encoding. Authentication standards include bearer token, basic, anonymous and digest. Integration can be configured directly by an administrator through the workflow designer or by Sun Digital as required.

### / Existing Integration

Sunrise currently integrates with a number of applications ranging from SAP M-DGM to bespoke PLM solutions for our retailer customers.

Sunrise integration is currently being used to:

- Create artwork development activity automatically when materials are created in ERP.
- Maintain Product libraries and link artwork components to product files.
- Exchange data glossaries.
- Provide approved pack copy.
- Automatically brief into artwork agency systems
- Send approved artwork files automatically.
- Synchronise critical path dates between Sunrise and product development platforms.

### / User management & single sign on

Sunrise currently provides active directory single-sign on services for a validated FMCG pharma and household product manufacturer through integration with OKTA (<https://www.okta.com>).

## 04 / Implementation process

### Our approach

All our Product Consultants and Project Managers have vast array of experience in the packaging and artwork industry. All our Project Managers hold Prince2 accreditations, and our implementation approach is consistent with Prince2 methodology.

Implementation process briefly involves:

#### **/ Starting Up:**

This is the first step for a new implementation project, carried out once and it is in place to ensure stakeholders from both Sun Branding Solutions and our customers have gained necessary authorisation for it to move onto the next stage.

#### **/ Project Initiation:**

During this stage, Sun Branding will define crucial points for the implementation such as Project Implementation tasks, the Controls for key milestones, the communication plan and define Roles and Responsibilities.

#### **/ Directing, Controlling and Managing the Implementation:**

The implementation team will begin executing the implementation while working in parallel with all stakeholders and management teams on both sides.

#### **/ Managing Implementation stage:**

Sun Branding Solutions will create regular control points for the implementation, our management approach involves dividing the implementation into management milestones.

#### **/ Closing a Project Implementation:**

With Sun Branding Solutions, the implementation team will continue to transition after the implementation into business as usual and live state once all necessary milestones and agreed quality standards have been met.

## 05 / Case Studies

# Together we have made significant improvements all round....

Client X – Global Healthcare & Household Products Brand Owner

This global healthcare and household products brand owner with sales and offices in over 65 countries required an application to:

- Control the design to print process which was chaotic
- Manage New Product and New Packaging Brand Development across all markets around the globe which was over budget and over time
- Rationalise design and artwork packs which were inconsistent
- Reduce costs within the packaging process where spiralling amendments were common
- Increase speed to market - launches were regularly missed or moved
- Control all aspects of brand equity from a single global platform thus eliminating shelf inconsistency and unapproved designs reaching shelf

Issues:

- Packaging Process was too long with too many iterations thus causing delays
- NPD costs were increasing
- Duplication was common
- Process inefficiencies meant automation was not feasible
- Local design agencies and artwork agencies had too much freedom and too few guidelines
- Inconsistent pack designs on a global basis

### The Solution:

The Sun Branding System was launched following a successful pilot that proved that time to market could be shortened, costs could be centrally controlled and managed and automation was worth examination.

There was no incumbent system to replace so this implementation was a first on a global basis for the client. Key aspects of the Sun Branding System model include:

- 25,000 SKUs launched per annum
- Countries – 56
- Brands – 17
- Number of departments – 30
- Number of categories – 23
- User base – 1500+
- Key Functionality – Full Global project management, workflows, approvals, asset management, reporting, and pack copy management

### Benefits:

- The project has been assessed against stringent success criteria and aggressive return on investment figures. The direct cost savings are forecasted to exceed €8 million over 3 years.
- Brand consistency is now feasible because all assets are in one application and available globally with all global graphic providers working in the same manner in the same application.

- Project timelines and project management tasks allow the right people to focus on their activities at the right times
- Artwork iterations are declining quarter on quarter
- Online approval of both artwork and pre-artwork copy is speeding up approval routines thus aiding speed to market and reducing unnecessary spend.

### Client Y - Leading UK Retailer

The retailer identified that their processes and procedures were too manual, too costly, unrepeatable and difficult to scale given their desire to launch a greater volume of Private Label.

#### Issues:

- Outdated and inefficient paper-based artwork signoff process
- No significant New Product Development (NPD) process
- No automatic project management application
- No process measurement tools
- No methodologies that could shorten product launch time

#### The Solution:

- The retailer adopted all of Sun Branding System's system modules to control the entire NPD process and made use of the integration capability to link seamlessly to other business critical applications
- Used the system to measure, and continually improve all processes and stakeholder performance

#### Benefits:

- New Product Development reduced from 52 weeks to 20 weeks on average

- Design to print process reduced from 18 weeks to 12 weeks
- Artwork amendments reduced from five to two iterations
- Own brand penetration increased from 42% to 52%
- Reduction of asset duplication
- Reduced costs in the graphics process
- Reduced costs in the entire new product development process
- Validated cost savings of over £2.6m per annum (AT Kearney)

#### Client Z - European Tea and Coffee Brand

The group has sales worldwide and has manufacturing operations across Europe, North America, Asia and The Pacific. The group has a turnover in excess of £5.2 billion and has 35,000 employees on a worldwide basis. Declining market sales and slow internal processes were undesirable. The client at group level, led a new strategic direction, to transform the brand from a classic heritage brand into a modern category brand leader.

#### Issues:

- Packaging Process was too long with too many iterations causing delays
- Artwork providers held all process knowledge and thus 'had all the power' and too much freedom
- Duplication was common
- Inconsistent packs on a global basis
- Process inefficiencies meant automation was not feasible

#### The Solution:

- The brand-transition took place over a two year period and generated a record number of artwork for the client.



- The packaging department used the system to facilitate the major brand changes consistently, quickly and cost-effectively.
- After this success, the system was rolled out to all other brands within the client group

**Benefits:**

- Artwork signoff reduced from seven to two days
- Annual SKU growth from 350 to 1,200+ with no increase in headcount
- On-line artwork approval reducing costly amends
- Reduction of asset duplication
- Reduced costs in the artwork process