

Modernize Your Product Development Ecosystem with AWS

Unlock Innovation

80% of new product introductions fail. To improve innovation ROI, companies need to accelerate the pace of innovation while reducing the cost of new product development. R&D needs to rapidly explore different product options, eliminate poor performing options, and quickly develop both traditional and smart products to launch into the market.

AWS understands how to improve R&D productivity and collaboration to reduce the time it takes a product to go from idea to market. AWS combines the largest global infrastructure footprint, unmatched compute capabilities, and millisecond latency to allow global teams to explore new materials, packages, and processes in a unified virtual environment.

"It's amazing how fast we launched Mobile Pour using AWS and how it checked all the boxes. It's great for our consumers, our customers, and our system. It positioned us as an innovative company offering solutions."

– Eric Lewis, Group Marketing Director, Coca-Cola Freestyle

Shorten Product Development Times with AWS

Accelerate time to market by modernizing R&D infrastructure, increasing virtual testing, and reducing development cycles. Explore how smart, connected devices can help you improve consumer experiences. With AWS, you can focus on developing the next breakthrough product in less time—not on building or maintaining the infrastructure to make it happen.



Innovate Faster

High performance computing (HPC) allows product developers and engineers to solve complex problems using model-based design and large-scale, parallel simulations. AWS helps you accelerate time-to-results and time-to-market by running larger numbers of parallel tasks than would be possible in most on-premises environments.



Reduce Cost

Why acquire, install, and maintain hardware to run workloads locally, when you can reduce costs by using CPU, GPU, and FPGA servers on demand in the cloud, optimized for specific applications and without large capital investments or regular refresh cycles? Companies have seen a 74% improvement in performance for designers and engineers by migrating to AWS versus using their own data centers.



Improve Collaboration

Give your engineers access to centralized data and compute power in the cloud, allowing your team to work at maximum speed on any device, anywhere. Rather than emailing critical data files or using file-sharing sites, collaborate more efficiently and securely with centralized cloud access and global data management.

The Industry's Largest CPG Ecosystem at Work

We know how important your partners are and the critical solutions they provide. That's why we've created the industry's largest ecosystem—thousands of partners who deploy, extend, and enhance those capabilities for even greater value. We believe a big part of our job is ensuring that your partners and solutions work better together.

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DASSAULT SYSTEMES

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Improve the Brand Experience with Product Innovation

AWS helps CPG companies accelerate product innovation, cut development costs, and improve engagement through smart products and interactions. With AWS, you can leverage the largest global infrastructure footprint, unmatched compute capabilities, and millisecond latency to support formulation, package design, virtual testing, process development, and production ramp up for launch.



Accelerated Product Development

Shorten time to develop new products by 23% and reduce product development cycles from 15 to 11 months. Companies can save up to 31% on infrastructure costs and manage their IT infrastructure up to 62% more efficiently by migrating from on-premises to AWS. AWS provides the most elastic and scalable cloud infrastructure to run your HPC applications, eliminating the typical lag times and long job queues associated with virtual testing or rendering.



Smart, Connected Products

Focus on making your products smarter for a better consumer experience instead of on the underlying infrastructure. Amazon.com designs and manufactures iconic smart products using cutting-edge automation, ML, AI, and robotics—all with AWS at its core. Launch your smart, connected brand with the most secure, comprehensive, advanced set of cloud solutions available on the market.

CPG Innovators Drive Success with AWS



Bru Textiles uses AWS to rapidly render high-quality, hyper-realistic 3D scans of fabrics with a digital alternative that captures the essence and texture of physical samples. By accessing the on-demand computing power of [Amazon Elastic Compute Cloud](#) (Amazon EC2) and [Amazon EC2 Spot Instances](#), Bru Textiles cut compute costs by 60% and can now render models 400 times faster than before, reducing the time from months to weeks to create hundreds of thousands of digital twins. Read more [here](#).



Blueair rapidly developed and deployed its HealthProtect product line using an IoT system on AWS. Building on AWS enables enhanced security and privacy for Blueair's customers and allows the company to release new and upgraded features so that every air purifier continues to deliver value throughout its life span. Read more [here](#).

Learn more, get started, and stay ahead.

Get started today with CPG product development solutions from AWS:

- Visit our [AWS CPG Overview page](#).
- Visit our [AWS CPG Product Development page](#).
- Find out why [headless commerce matters](#) to CPG companies.
- Ask how AWS can support your CPG business transformation with product development solutions. [Contact](#) your AWS account team today to get started.