



# Product development of building materials

## Automated process ensures transparency

**Companies in the building materials industry automate the product development process with Axon Ivy. Now, the release, development, and market launch of new materials will take place under clear specifications and in a standardized manner via the platform. An end-to-end process ensures that all stakeholders are involved in a well-timed manner.**

### Challenges

- Inconsistent processes within the Group and the affiliated companies
- Unclear and not entirely transparent decision-making paths and release guidelines
- Delays due to time-consuming steps and processes

### Highlights

- Ensuring of all compliance requirements already in the development phase
- Clear definition of steps, responsibilities, and decision paths
- Definition of all functions and roles in the go-to-market process
- Ensuring correct handovers
- Prompt information of all process participants

### Solution with Axon Ivy

- Continuous process without media discontinuity, controlled by the platform
- Integration with third-party systems guarantees a consistent process
- Interaction with and addition of further policies within the group

### Reasons for Axon Ivy

- Use of Axon Ivy as the central hub for the entire process
- Seamless integration of the solution into the existing IT infrastructure
- Complete documentation of all steps upon release, development, and market launch
- Improvement of data quality

#### SWITZERLAND (Headquarters)

Axon Ivy AG  
Schloessli Schoenegg  
Wilhelmshoeh 1  
6003 Lucerne  
+41 41 249 25 70

#### GERMANY

Axon Ivy AG  
Munich Office  
Elsenheimerstrasse 57  
80687 Munich  
+49 89 589 99 86 0

#### AUSTRIA

Axon Ivy AG  
Vienna Office  
Neubaugasse 43/4  
1070 Vienna  
+43 1 522 25 76

#### SINGAPORE

Axon Ivy Pte. Ltd  
International Plaza  
10 Anson Road #10-22  
Singapore 079903  
+65 6225 9986

#### USA

Axon Ivy Inc.  
101 Montgomery Street  
Suite 1900  
San Francisco, CA 94104  
+1 415-813-1221