



# Embedding Sustainability into PLM for a Leading Global Brewing Company

A leading global consumer goods manufacturer engaged ITC Infotech to strengthen its sustainability reporting and procurement efficiency. The organization faced increasing regulatory complexity (EPR, PPWR, CBAM, CSRD, and other regional legislations) and growing customer demands for ESG data transparency. They required a robust digital solution to integrate sustainability compliance into their Product Lifecycle Management (PLM) platform and procurement processes, ensuring both cost savings and regulatory adherence. ITC Infotech partnered with the organization to implement a PLM-integrated sustainability solution that automated compliance reporting, optimized product design for circularity, and streamlined supplier management.

**€ 1Mn+**  
Efficiency savings

**€ 2Mn+**  
Fine & Fee avoidance

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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## CHALLENGE

- Regulatory Compliance: Managing multiple evolving legislations (EPR, PPWR, CSRD, CBAM, EUDR) across 23+ countries with manual, siloed processes.
- Customer ESG Requests: Growing demands from retailers and B2B customers for detailed sustainability data at the product level.
- Inefficient Procurement and Design: Lack of integration between procurement, product design, and sustainability tools, leading to duplication of effort, higher costs, and compliance risks.

## SOLUTION

- Integrated PLM and Sustainability Platform: Automated data exchange for regulatory reporting (EPR, PPWR, CSRD, CBAM, LCA)
- Compliance Alerts: Built-in mechanisms to flag non-compliant products, packaging, or suppliers early in the design process
- Supplier and Vendor Access: Role-based dashboards for suppliers to upload and track ESG compliance data directly
- Eco-Design Tools: Embedded LCA and Product Carbon Footprint (PCF) calculation within PLM to enable circular design and recyclability checks
- Procurement Efficiency: Automated collection of product specs and sustainability data as input to tenders and should-cost modelling

## RESULTS

- Ongoing Project with € 1M+ efficiency savings annually and € 2M+ fine & fee avoidance annually is expected