

New Product Creation

New products to market, faster.

From request to a correctly set-up ERP record in a fraction of the time, with every step recorded. Anyone in the company can start a request; Zeak compiles what every area must contribute, learns from the products you have already built, and keeps one audit-ready record from the first request to the finished product.



Customer overview

Solution, controls, value model, pilot approach and detailed features

Industries

Wherever products multiply: consumer goods, food and beverage, beauty, life sciences, chemicals, industrial, electronics, distribution

Works with your systems

Microsoft Dynamics 365, SAP, Oracle, NetSuite and the data warehouses, document stores and workflow tools around them

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Who this document is for

Written for everyone who has a say in how a new product is created.

A new product touches sales, finance, engineering, procurement, product information, quality, supply chain, compliance and IT, so this overview is written for all of them. Start with the pages that answer your question, then read on to see how the pieces connect.

If you lead	You will want to know	Start with
Sales and commercial Sales leaders, account and category managers	How to request a product without a long form or a chase, and see where it is	How it works; Requests from anyone
Finance and controllership CFO, controllers, cost accountants	How costing and accounts are set up right the first time, and how item creation is controlled	Why item data is a control matter; Built for your controls
Master data and product information Master data managers, product information teams	How retyping and corrections are removed, and how the process stays theirs	Learn from what you've built; Setup proposed, with reasons
Engineering and R&D Product engineering, formulation, packaging	How specifications and drawings are attached once and reused	One place for everything; Every function contributes
Procurement and supply chain Buyers, planners, logistics	How supplier, planning and handling settings are ready when the product launches	One place for everything; A request, end to end
Quality and regulatory QA, regulatory affairs, validation	How documents, approvals, signatures and validation are handled	Frameworks and standards; Regulated use and validation
Compliance, internal audit and external audit SOX and J-SOX owners, auditors	What evidence is produced, and how segregation of duties and reconciliation work	Built for your controls; One record, start to finish
IT and enterprise platforms CIO, ERP and integration owners, security	Where it runs, how it connects, whether it writes to the ERP, and who can do what	What changes, what doesn't; Works with what you have

Each chapter divider lists the pages in that chapter. Every feature, with what it does for your team and the industries it serves, is in chapter 07, Features by topic.

At a glance

The problems New Product Creation solves, and how you can check each one.

These are the issues we hear first, in every industry. For each, here is what changes, and the measure that proves it on your own requests. **Nothing here depends on trusting us: every measure comes from your data.**

1**Item creation crosses too many teams**

Today: A new item passes through sales, finance, procurement, engineering, product information, quality and supply chain, one handoff at a time, often by email.

With Zeak: One request, every area working in parallel on the part it owns, with tasks, due dates and reminders.

Proof you can check: People and handoffs per item

2**New products take too long to launch**

Today: Weeks pass between the request and a product that can be bought, made, priced and sold.

With Zeak: Values pre-filled from your sources, similar products as the starting point, setup proposed and validated.

Proof you can check: Days from request to verified ERP item

3**The process must stand up to SOX and J-SOX**

Today: Item master data drives valuation, cost of goods sold, pricing and revenue, but approvals live in email.

With Zeak: Authorization, segregation of duties, an append-only record and ERP reconciliation, built into the process.

Proof you can check: Exportable control evidence per item

4**Requests, files and decisions are scattered**

Today: Specifications, artwork, certificates, approvals and comments sit in inboxes, folders and spreadsheets.

With Zeak: Every request, asset and artifact captured on one record, from the first request to approval and creation.

Proof you can check: One record per item, complete

5**Nobody can see what is being created**

Today: No single view of new products, packages, pack sizes and variants in flight, or of what was launched.

With Zeak: A live tracker of every item, package, pack size, variant and offering, by stage, owner and age.

Proof you can check: Items in flight and created, by type

6**Errors surface after the item exists**

Today: Wrong units, costs or settings reach orders, invoices and inventory before anyone notices.

With Zeak: Validation before approval, and a read-back that checks the ERP item against what was approved.

Proof you can check: Items right the first time

1

Request

2

Compile

3

Find similar

4

Propose

5

Approve

6

Create

7

Document

8

Record and verify

At a glance, continued

Everything captured. Everything tracked. Built to support the controls you're held to.

Captured from request to approval

- The request: who asked, when, from which department, and why
- Specifications, drawings, formulas and bills of material
- Artwork, labels and packaging files
- Certificates, safety data sheets and regulatory documents
- Pricing, costing and supplier quotes
- Comments, questions and answers on each field
- Every suggestion, with its reason and source
- Every approval and electronic signature
- The ERP item created, and the comparison with what was approved

One record per item. Append-only, tamper-evident and exportable, so the story of every product is never rebuilt from email again.

Every new offering, tracked

Request type	In flight	Created this month	Median cycle time
Brand-new product	12	4	2.6 days
New package	8	3	1.4 days
New pack size	21	9	1.1 days
Market or regional variant	6	2	2.2 days
Customer or private-label version	5	1	1.9 days
Change to an existing item	14	6	0.9 days

Illustrative tracker view with example figures, not results. Filter by product family, entity, market, owner and stage.

Built to support

- SOXJ-SOXFDA 21 CFR Part 11EU GMP Annex 11ALCOA+ISO 9001ISO 13485 / QMSRGS1
- NDC and UDIMoCRA and EU CosmeticsREACH, CLP, TSCAEU PPWRSOC 2 and ISO 27001 controlsGDPR

Supported through configuration and rule packs; applicability depends on your industry and markets. Not a claim of certification: compliance is your organization's obligation, and Zeak produces the evidence.

Is New Product Creation a fit?

A quick, honest check before you spend time on an evaluation.

New Product Creation helps when setup is slow, manual or hard to audit. It is a poor fit when the real gap is somewhere else. **Not every problem needs new software, and not every problem needs AI:** most of this process is connected records, validated values and clear approvals, and that is what we build first.

Signs it will help

Setup takes weeks, not hours

A new product needs many people, many steps and many follow-ups before it exists in the ERP.

The same fields are retyped

Values are copied from specifications, spreadsheets and emails into forms, then into the ERP.

Created doesn't match approved

Items are corrected after creation, and nobody checks the ERP against what was approved.

Products multiply

New pack sizes, formulations, shades, markets and private-label versions arrive faster than the team can set them up.

Nobody can rebuild the trail

When an auditor asks who approved an item and why, the answer is in a dozen emails.

Several ERPs or entities

Each business or acquisition sets up products its own way.

Signs to wait, or start elsewhere

You create very few new items

If new products are rare and simple, a well-run form may be enough.

There is no one to own the process

A pilot needs a named owner and a few hours a week from the people who run the process.

Your current process works and nobody feels the cost

If there is no visible delay, error or audit pain, wait until there is one worth measuring.

Recognize three or more signs on the left? A one-hour walkthrough of how a product is created today is usually enough to tell whether a pilot is worth it.

What deciding involves

Four small decisions instead of one big one, each made on evidence you can inspect.

Step	What you decide	Evidence you will have	Your commitment
1 Walkthrough One to two hours	Whether New Product Creation addresses a real problem in your process	Your team shows us how a product is created today, and what must not break	None
2 Discover About two weeks	Product family, owner, success and failure criteria	A pilot charter, measured baseline (cycle time, effort, requests a year) and a one-page risk register	Your team's time only
3 Pilot Weeks, not months	Whether to move up each stage of the autonomy ladder	Results on your own requests against the baseline, and a backtest on your history	Pilot terms agreed in your proposal
4 Roll out Your pace	Which product families, entities and ERPs come next	A readout, a value report and a rollout case Finance has reviewed	Only after the pilot result is accepted

What it takes from your team

Who	Time
Process owner	A few hours a week through the pilot
People who run the process	A short weekly review of real requests
Finance contact	Baseline agreement at the start; review at the readout
IT and platform owner	Read access to item data and request tools, single sign-on and roles, a test environment

You can stop after any step and keep everything you have learned. Nothing is written to your ERP unless you decide it should be.

Timings are typical and confirmed in Discover. Pricing and pilot terms are set out in your proposal.

Three questions every decision has to answer

A new process earns its place only when it answers all three questions, for everyone who has a say.

A good decision needs more than a strong demo. It needs proof in your own data, a real improvement for the people doing the work, and a clear answer to what happens when something goes wrong. This overview is written to answer all three.

What is possible?

For leaders who want faster launches and results they can show.

What New Product Creation gives you

- A pilot on real requests within weeks
- Value measured against your own baseline, agreed with Finance
- A clear picture of what to automate next, stage by stage

Show results on your own products before anyone commits to more.

Start with: You choose how far it goes; Four ways to create value; A pilot built around a measurable result

Will this make the work easier?

For the people who request, contribute to, review and create products every day.

What New Product Creation gives you

- Values pre-filled from your sources, with the source shown
- Similar products found for you, with how they were set up
- Missing information flagged before approval, not after creation

The setup is drafted before you open it.

Start with: How it works; Learn from what you've built; Features by topic

What could go wrong, and who owns it?

For the people who protect your controls, your systems and your budget.

What New Product Creation gives you

- Your current process stays intact; Zeak works alongside it
- Read-only until you say otherwise; you approve every stage
- Segregation of duties, an append-only record, ERP reconciliation, your cloud

Read first. Prepare next. Write when you're ready.

Start with: Built for your controls; Hard questions, answered plainly

What changes, what doesn't, and how you stay in control

Works alongside the systems you already run. Read-only until you say otherwise. You decide when it writes.

If we were in your seat, we would worry about four things: disruption to a process that works, control over the ERP, validation effort and data leaving your environment. Here is how each is handled, before you have to ask. **The process your team built is the foundation; Zeak is added on top of it.**

What does not change

Your ERP stays the system of record for products. Your existing request process, including the forms and workflows your team built, keeps running. Zeak is added alongside it: wrap first, replace later, if ever.

What changes, stage by stage

You move up the autonomy ladder only when the criteria you set are met: Observe, then Advise, then Assist, then Act. Stopping at any stage is a legitimate outcome.

How you roll back

Any stage can be stepped back or switched off by your approver, without losing records. Writing to the ERP is enabled by product type and field group, and can be disabled the same way, instantly.

Where the data lives

In your own cloud environment, under your identity and access controls. ERP and warehouse data stay where they are; Zeak keeps links, the approved values and a snapshot of the sources at approval. Everything exports in open formats.

Who approves what

Your approval rules decide. People accept, change or reject every suggestion. AI, where used, never approves, signs or commits a record.

What it means for validation

Validation scope follows what you put live. Starting in read-only mode reduces it. Validation documentation is available for regulated environments.

What we will not ask you to do

- Replace your ERP or the request process your team built
- Move your master data
- Give Zeak write access to your ERP
- Sign a long commitment before the pilot result
- Accept a business case built on headcount reduction
- Turn on AI, or move past Observe, before you are ready

You choose how far it goes

You choose how far Zeak goes.

Start by reading from your sources and building the new product record, with a full audit trail. Then decide: create the product in your ERP yourself, or let Zeak write it. You can change that choice any time.

1

Record it in Zeak. Create it in your ERP yourself.

Zeak compiles the record, runs the approvals and keeps the audit trail. Your team creates the product in the ERP using the finished record.

No write access to your ERP. Useful from the first request it handles.

2

Let Zeak prepare the ERP entry.

Zeak produces an ERP-ready entry. A person reviews it and commits it.

Keying removed; a person still commits.

3

Let Zeak write to your ERP.

Zeak creates the product directly, for the product types or fields you choose, within the approvals you set.

Routine products end to end, under your approvals.

Start with any of the three. Automate more as your confidence grows, by product type, field group, or step.

The autonomy ladder: automation is a staircase you control, not a leap

1

Observe

Read-only and in parallel. Zeak reads your sources and requests, builds the record and changes nothing.

Your process runs exactly as today.

2

Advise

Zeak suggests values, finds similar products and flags gaps. People accept, change or reject every suggestion.

Nothing is committed without a person.

3

Assist

Zeak pre-fills records and prepares ERP-ready entries. A person approves before anything is saved or committed.

You approve before anything is saved.

4

Act

Zeak writes to the ERP for routine, well-proven product types and fields. Exceptions route to people.

Only what you have switched on.

Your named approver signs off each move up and can step back or switch off at any time, without losing records. Every stage change, suggestion, acceptance and rejection is audited. Many teams get most of the value at Observe and Advise, and that is fine.

01

The case for faster, controlled product creation

A product that waits in setup is a product that isn't selling. And because product master data drives inventory valuation, cost of goods sold, pricing and revenue, the way items are created is a control question as much as a speed question.



What the research says
What MIT research says
Why item data is a control matter

Where time and control leak
The cost of waiting

What the research says

Products multiply, data errors are expensive, and item creation sits inside your financial controls.

Consumer packaged goods

45,000+

new global product launches captured each month by one consumer packaged goods launch database.

Mintel GNPD¹

Consumer packaged goods

600,000+

unique records added each year to one global new product database.

Innova Market Insights²

Every industry

\$12.9M

at least, the average yearly cost of poor data quality to organizations (2020 research).

Gartner³

Every industry

3%

of companies' data met basic quality standards in the authors' study.

Harvard Business Review⁴

Every industry

15-25%

of revenue: the estimated cost of bad data for most companies.

MIT Sloan Management Review⁵

Knowledge work

19%

of working hours spent by interaction workers trying to track down information needed to complete tasks.

McKinsey Global Institute⁶

Public companies, US

\$404

of the Sarbanes-Oxley Act requires the annual report to include management's assessment of internal control over financial reporting.

Sarbanes-Oxley Act of 2002⁷

Listed companies, Japan

J-SOX

requires management's assessment of internal control over financial reporting; revised standards enforced from 1 April 2024.

Financial Services Agency, Japan⁸

What this means

Launch databases count tens of thousands of new products and variants a month, and each one has to exist correctly in an ERP before it can be bought, made, stored, priced or sold. The expensive part is not the idea; it is the setup, and the errors that slip through it into costing, inventory and revenue.

Where New Product Creation fits

It turns a request into a correctly set-up product record, compiled from your own sources, informed by the products you have already built, approved under your rules, and kept in one record your auditors can follow.

External figures describe results reported by other organizations. They are not results of New Product Creation and are not a forecast for any customer. Launch-database figures are the providers' own descriptions. All figures checked against their sources on 5 October 2026. Full sources on the Sources page.

What MIT research says

Bad data and unmanaged variety cost more than most companies measure, and most of it can be removed. Working harder won't remove it.

Research published in MIT Sloan Management Review puts numbers on two costs every new product passes through: the data that defines it, and the variety it adds to your range.

15-25%

of revenue

is the estimated cost of bad data for most companies. The cost comes as people correct errors, seek confirmation in other sources and deal with the mistakes that follow.

Redman, MIT Sloan Management Review, 2017⁵

Two-thirds

of those costs

can be identified and eliminated permanently, the same research estimates, by finding and removing the root causes of errors rather than correcting them one by one.

Redman, MIT Sloan Management Review, 2017⁵

Up to 20%

of operating profit

in bottom-line improvement from managing product variety systematically rather than ad hoc, drawing on experience at Hewlett-Packard; more products bring diminishing returns and more cost to bring each to market.

Olavson and Fry, MIT Sloan Management Review, 2006²¹

Capability trap

work harder, improve less

When people are pressed to work harder, time for fixing the process disappears, capability erodes and the pressure grows. MIT researchers observed it in product development as well as manufacturing.

Repenning and Sterman, MIT, California Management Review, 2001²²

What this means for item creation

Every new item is a fresh chance to create bad data: a wrong unit, a copied cost, a missing allergen, a duplicate. **Fixing the root cause means getting the item right when it is created**, with validated values, a similar product to compare against and an approval that sees the context. That is the cost MIT says can be removed.

Variety you can afford

If each new pack size or variant costs weeks of effort to set up, variety stays expensive. **When creating a variant takes a fraction of the effort, you can say yes to the variants that pay, and see the cost of the ones that don't.**

External research describes results reported by other organizations; it is not a result of New Product Creation and not a forecast. Sources on the Sources page.

Why item data is a control matter

Product master data drives inventory valuation, cost of goods sold, pricing and revenue.

That is why auditors look at who can create items, and how each one is approved. Under SOX in the United States and J-SOX in Japan, management assesses internal control over financial reporting, and controls over master data are part of what is tested. Zeak builds the controls into the process and keeps the evidence.

What a new item touches in the financial statements

Area	How item setup affects it
Inventory valuation	Cost, cost group and valuation settings decide what inventory is worth on the balance sheet.
Cost of goods sold	Costing and posting setup decide how each sale is costed.
Pricing and revenue	Prices, units and conversions decide what is invoiced.
Tax	Tax groups decide what is charged and reported.
Reporting	Categories and item groups decide how results are analyzed and disclosed.

SOX Sections 302 and 404 concern management's certification and assessment of internal control over financial reporting; J-SOX is Japan's internal control reporting requirement under the Financial Instruments and Exchange Act. This is general information, not legal or audit advice.

What auditors typically ask

- Who can create an item, and how is that access controlled?
- How is each new item authorized, and by whom?
- Can the person who requests an item also approve or create it?
- How do you know the item created is the item approved?
- How are changes after creation controlled?
- Where is the evidence, and can it be altered?

SOX and J-SOX place obligations on the organization. Zeak is designed to support your controls and produce the evidence; your teams and auditors decide what is required in your environment.

Where time and control leak

A new product passes through eight steps, and time and control leak at every one.

A single product in the ERP means dozens of flags and fields, several departments, spreadsheets and emails, and an audit trail nobody can easily rebuild. The steps are the same in every industry; what changes is how many products go through them.

1 Request

Asked by email or a long form

Requester doesn't know costing or planning fields; the form is skipped or guessed.

2 Compile

Values hunted across systems

Contributors look up data in the warehouse, ERP and documents, then retype it.

3 Find similar

Depends on memory

The best past setup is known to one person, or to nobody.

4 Propose

Dozens of flags set by hand

Settings are copied from an old item, including its mistakes.

5 Approve

Approvals in email

Who approved what, and which version, is hard to prove.

6 Create

Keyed into the ERP

Transcription errors between the approved form and the ERP.

7 Document

Rebuilt per product

Specifications and data sheets diverge from the master data.

8 Verify

Rarely done

Nobody compares what was created with what was approved.

The pattern: every leak is a handoff where information is retyped, remembered or assumed. New Product Creation removes the retyping, replaces memory with your product history, and records every assumption as a decision someone made.

The cost of waiting

Slow, manual product creation delays launches, introduces errors and leaves auditors with a trail of emails.

Revenue waits

Every week a product waits in setup is a week it isn't selling, and in seasonal or promotional categories the window can close.

Errors cost twice

An error found after creation needs a correction, often a change request and a reconciliation, and may already have reached orders, invoices or inventory.

People's time disappears

Setup effort is spread across many people in many departments, so it is rarely counted and never budgeted.

Audit effort grows

Evidence rebuilt from emails costs time at every audit, and gaps become findings.

How we size it with you

We don't rely on industry averages for your business case. In Discover we ask two questions and measure the answers with your team:

- **How many new item requests do you handle a year**, by type: new product, new package, new pack size, variant?
- **What does each one take**: elapsed days, people involved, hours of effort, corrections after creation?

Those numbers, agreed with Finance, are the baseline every result is measured against.

Why we don't put a number on the front page

How much faster depends on your process, so we don't promise a figure up front. We measure your current cycle time and effort first, and show you the difference against that baseline.

"A fraction of the time" is a direction, not a number. The number is yours, once it has been measured.

02

What New Product Creation does

It takes a new product request from anyone in your company and carries it, with the right approvals and a full audit trail, to a correctly set-up product in your ERP, much faster than the manual process.



How it works
The right tool for each step
One place for everything
Learn from what you've built
What it understands from your systems

One record, start to finish
What each role sees and decides
Works with what you have
A request, end to end

How it works

From request to ERP record in eight steps.

Every step is recorded in one place, and every suggestion is decided by a person. The steps are the same whether you finish by creating the product yourself or by letting Zeak write it.

1

Request

Anyone in the company submits a request, with supporting documents, specifications and artwork attached.

2

Compile

Zeak gathers what every area needs to contribute, from your data warehouse, documents and the tools you already use, and flags what's missing.

3

Find similar

Zeak finds products you've already created and shows how they were set up and documented.

4

Propose

Zeak drafts the categorization and setup values, with the reasoning shown.

5

Review and approve

The right people accept, change or reject each suggestion, following your approval rules.

6

Create

The final product record is created, and the ERP product is created the way you choose.

7

Document

The documentation that goes with the product is generated.

8

Record and verify

Every step is stored in one record. Where the product was created in the ERP, Zeak reads it back and checks that it matches what was approved.

For a brand-new product

Start from the closest products you have already built, and set up what is new.

For a new package or pack size

Start from the existing product, review what carries over, change what doesn't, and approve.

For a new market or variant

Add the market's language, labeling, documents and approvals to an existing product.

The right tool for each step

Not every problem needs AI. Most of this process needs connected records, validated values and clear decisions.

We use the simplest reliable method for each step. Rules and lookups handle most of the work. AI is used where it genuinely helps, such as finding similar products or reading values from documents, and it is always explained, logged and decided on by a person.

Step	Method	AI involved?	What you get
Request and compile	Forms, connectors, ownership rules	No	Connected records and clear ownership
Find similar	Similarity search over your product history	Yes, explained	Matches with the attributes that matched
Propose setup values	Rules and ERP code lists first; similar products second	Where it adds value	Every value with its reason and source
Read values from documents	Document reading, confirmed by a person	Yes, confirmed	Values traced to the page they came from
Validate	Your business rules and ERP rules	No	Errors stopped before approval
Approve	Your approval matrix, segregation of duties, signatures	Never	People decide; the evidence is kept
Create in the ERP	Your mode: record, prepare or write	Never decides	Only what you switched on
Verify	ERP read-back and comparison	No	Mismatches logged and resolved

When you don't need AI

If your problem is a missing approval step, a form nobody completes, or no link between the request and the ERP item, the fix is a controlled process. That is where we start, and it may be all you need.

AI you can audit

Every suggestion carries its reason, its source and its version, and every decision on it is recorded. AI never approves, signs or commits, and can be switched off per capability.

One place for everything

Everyone contributes. Nobody retypes.

A new product touches many teams. Zeak brings together what each one needs to provide, and reads the information from where it already lives. Each area sees what it owns, works in parallel with the others, and is told what is missing before anyone approves.

Contributing areas

Finance Costing, accounts, tax and valuation settings	Sales Pricing, customer and market details, launch timing	Procurement Suppliers, sourcing, lead times	Engineering Specifications, bills of material, drawings
Product information Categorization, attributes, units, dimensions, packaging	Quality and regulatory Specifications and compliance documents	Supply chain and planning Planning, warehousing and logistics settings	Any other area Marketing, legal, trade compliance or any area your process needs
Sources it reads from			
Your data warehouse Where your item history already lives	Your ERP, read-only Code lists, categories, units, entities and existing products	Documents and files SharePoint and other document stores, specifications, artwork, certificates	The tools you use today Forms, spreadsheets, email, ticketing, and product lifecycle or product information tools

Contributing areas, their fields and their order are configured per product type, to match your process. Quality and regulatory, and supply chain and planning, field sets are confirmed with each customer.

Learn from the products you've already built

Your past products are your best starting point.

Zeak finds similar products you've already created and shows how they were categorized, set up and documented. Use that to set up a brand-new product, or to create a new package or pack size from an existing one, with the documents that go with it.

A new product

Start from the closest matches instead of a blank form. Zeak shows which attributes matched and which differ, and how each match was categorized, set up and documented.

A new package

Start from the existing product. Its specification and documents come with it; the packaging fields are required fresh.

A new pack size

Units, conversions, packaging hierarchy and price are proposed from the base product; a new identifier is required.

A new market or variant

Add the market's language, labeling, documents and approvals, using the rules for that market.

Reuse with controls built in

You decide which fields carry over and which must always be entered fresh. Unique identifiers such as item numbers, GTINs, drug codes and device identifiers are never copied.

Only current setups

Blocked and obsolete products are left out of suggestions, so old account or tax settings aren't reused by accident.

Families of variants

Generate a family (sizes by colors, strengths by pack counts, flavors by markets) in one request, with each item still individually recorded.

Zeak learns from your own product history, not a generic catalog, and a person reviews every suggestion. Which attributes and documents are used for similarity is agreed per product family.

What it understands from your systems

If your systems hold it and you authorize it, Zeak can use it.

Zeak works with the records, fields and documents in the systems you connect, not with a fixed list. The examples below are typical; your scope is agreed in Discover and limited to what your administrators authorize.

Products and history Existing items, their attributes, categories, units, costs, documents and how they were set up	Reference data Category hierarchies, item groups, code lists, valid combinations, legal entities, sites and warehouses	Commercial data Customers, markets, channels, price lists and trade agreements
Supply data Suppliers, approved vendors, lead times and purchase units	Engineering data Specifications, bills of material or formulas, drawings and revisions	Requests in flight Requests in your current forms, lists, spreadsheets, mailboxes and tickets

What Zeak does with that context

With this	Zeak can	So that
Your product history	Find and rank similar products, and show how they were set up	New products start from your best past setups
Your ERP's code lists and rules	Validate every proposed value before anyone sees it	Values are accepted by the ERP the first time
Your documents	Read candidate values, with the page they came from	Fewer values are retyped, and each is traceable
Your approval rules	Route each request to the right people	Authorization is enforced, not remembered
The created ERP item	Read it back and compare it with the approved record	What was approved is what was created

One record, start to finish

One record from the first request to the finished product.

Every new product gets one central, tamper-evident record. Nobody has to rebuild the story from emails and spreadsheets.

The request

What was asked for, by whom, from which department, and when.

The inputs

Every field entered, and every file uploaded.

The intelligence

Which similar products were found and used, and the suggestions made, with the reasoning.

The decisions

Who accepted, changed or rejected each suggestion, and who approved.

The result

The product created, how it was created, when, and by whom.

The sources

Every system and document each value came from.

The history

Every change, in order.

Append-only
Changes are added, not overwritten, so history stays intact. Retention periods are configurable.

Reconciled with the ERP
Zeak reads the created product back and compares it with the approved record. Any difference is flagged, logged and resolved.

Changes after creation
A change to a created product needs a new request and its own approvals, linked to the original record.

Exportable
Export the record and its evidence per product, per period or per control, for your auditors.

What each role sees and decides

One product record. Eight roles, each with a decision to make.

Role	Who	What they see and decide
Requester	Sales, marketing, engineering or any department	Request without a long form; see status without chasing
Contributor	Each contributing area	Confirm pre-filled values in the fields it owns; add what's missing
Master data and product information	Triage and setup owners	Accept, change or reject suggestions; resolve duplicates
Approver	As your approval matrix defines	Approve with validations, flags and comparisons in view
Creator	Whoever creates items in the ERP	Create from the finished record, or commit a prepared entry
Quality and regulatory	Where products are regulated	Approve documents and sign where procedures require it
Administrator	Your process and system owners	Configure fields, rules, approvals, modes and the autonomy ladder
Auditor	Internal and external audit	Read-only access to records and exportable evidence

Roles are mapped to your identity groups. Segregation of duties stops one person holding more than one conflicting role on the same request, for example requester and approver, or approver and creator.

Works with what you already have

Your process first. Improvements where they help.

Zeak follows the approval steps, rules and documents your company already uses, then enhances them where it makes sense: fewer handoffs, similar-product reuse, built-in validation and one audit record. You decide what changes.

Keep your process. Add the intelligence and the audit trail.

Zeak can sit alongside the workflow you already use, whether that's forms and a workflow tool, your ERP's own approvals, or a ticketing system. It reads from them, builds the record, and leaves your process in place until you decide otherwise. If you prefer, its suggestions go back into the form your team already uses.

Connects to the ERPs and tools you run

Microsoft Dynamics 365 · SAP · Oracle · NetSuite · and the data warehouses, document stores and workflow tools around them. The depth of each connection is confirmed for your setup in the first conversation.

Several ERPs or entities

Zeak connects to several systems at once, so one request process can serve more than one ERP or legal entity, for example after an acquisition.

You already have	Zeak adds
Forms and a workflow tool	Similar-product reuse, suggested setup values, validation and one audit record, around the process you keep
Your ERP's own approvals	Compilation from every area, reasoning on every value, and reconciliation of what was created
Master data or product information software	The path from request to a correct ERP product, and reuse of your past products. It complements your master record and doesn't replace it
A ticketing system	Product-specific fields, approvals, segregation of duties and evidence
Spreadsheets	Everything above, and an end to untraceable edits

A request, end to end

A new pack size for a retail customer, from request to verified ERP item.

An illustrative example. Timings show the shape of the process, not a measured result; your own timings are measured against your baseline.

When	Step	What happens
Day 1	Request	A category manager requests a 2 kg pack of an existing 500 g product for a retail customer, attaching the customer's packaging specification.
Day 1	Compile and find similar	Zeak starts from the 500 g product, proposes units, conversions and packaging hierarchy, and finds two other 2 kg packs in the range to compare.
Day 1-2	Contribute	Finance confirms costing and accounts; procurement confirms the new packaging supplier; product information confirms dimensions read from the specification, each with its page reference.
Day 2	Validate	One flag: the proposed pallet quantity is far from the other 2 kg packs. Supply chain corrects it. A new GTIN is allocated; the old one is never copied.
Day 3	Approve	Finance and the category director approve. The requester cannot approve their own request; that rule is enforced.
Day 3	Create and verify	The master data team creates the item from the finished record (or commits a prepared entry). Zeak reads it back: it matches, and the record is complete.

What nobody did

Retype the specification, chase a department, search for a similar product, or rebuild the trail afterwards.

What people decided

Every value, the pallet correction, both approvals and the creation itself.

What the auditor sees

One record: request, sources, suggestions and decisions, approvals, the created item and the match.

03

Built for your controls

Built to support SOX and J-SOX controls, with the evidence your auditors ask for, and configured to the regulations and standards that apply to your industry and markets.



What the controls require, and how Zeak supports each

Frameworks and standards Zeak is built to support

Your process, configured

Regulated use and validation

SOX · J-SOX · and the regulations you follow

Built to support SOX and J-SOX controls, with the evidence your auditors ask for.

Product (item) master data drives inventory valuation, cost of goods sold, pricing and revenue. That's why auditors look at who can create items, and how each one is approved. Zeak builds the controls into the process and keeps the evidence.

Requirement	Why it matters	How Zeak supports it	Evidence you get
Authorization	Only approved products should be created	Approval routing by product type, value or department	Who approved, when, and the decision
Segregation of duties	The requester, approver and creator shouldn't be the same person	Rules that stop one person holding more than one role on a request	Role record and a log of blocked attempts
Completeness and accuracy	Wrong or missing data affects costing and reporting	Required fields, validation against your ERP rules, comparison with similar products	Validation results and field-level history
Access control	Only the right people should request, approve or create	Role-based access, connected to your identity system	Access list and login records
Change management	Changes after creation must be controlled	A change to a created product needs a new request and its own approvals	Linked change history
Reconciliation	What was approved should be what was created	Zeak reads the ERP product back and compares it with the approved record	Comparison report and exception log
Audit trail	Auditors need to see who did what, when, and why	One append-only record of every step	An exportable audit report
Retention	Records must be kept for the required period	Configurable retention; records can't be silently edited	Retention policy and logs
Electronic records and signatures (where required, for example in life sciences)	Some regulations govern electronic approvals	Configurable signature and record controls, confirmed per regulation	Signature records
Validation (regulated environments)	Regulated teams must validate systems	Validation documentation to support your process, scope agreed with you	Validation records

SOX and J-SOX place obligations on the organization. Zeak is designed to support your controls and produce the evidence; your teams and auditors decide what's required in your environment.

Frameworks and standards Zeak is built to support

Follows your process. Supports the standards you're held to.

Zeak follows the approval steps, required fields, documents and policies your company already uses, and supports the external standards that apply to your industry and markets. Where a process can be improved, we suggest it, and you decide.

Area	Frameworks and standards (applicability depends on your industry and markets)
Financial controls	SOX · J-SOX · equivalent internal-control regimes in other countries
Data and system integrity	FDA 21 CFR Part 11 · EU GMP Annex 11 · GxP data integrity (ALCOA+) · computer system validation or assurance
Quality systems	ISO 9001 · ISO 13485 (medical devices) · current good manufacturing practice (cGMP) · AS9100 (aerospace) · IATF 16949 (automotive)
Product data and labeling, by industry	Drug listing and National Drug Code (pharma) · Unique Device Identification (medical devices) · Food labeling and allergen declarations · Cosmetics product listing (for example US MoCRA, EU Cosmetics Regulation) · Chemical hazard communication and safety data sheets (REACH, CLP/GHS, TSCA) · Dangerous goods classification · GS1 identifiers and barcodes
Trade	Tariff (HS) classification · Country of origin · Export control classification
Packaging and sustainability	Packaging regulations (for example the EU Packaging and Packaging Waste Regulation) · Extended producer responsibility reporting
Security and privacy	SOC 2 and ISO 27001 controls · GDPR where personal data is involved

This list shows the frameworks the solution is designed to support through configuration. It is not a claim of certification. For each framework, what is built, what is configurable and what is planned is confirmed for your scope in your proposal. Regulation names and dates should be confirmed with your compliance team.

Your process, configured

Your rules, configured. Not ours, imposed.

Zeak is built as one configurable control framework with optional rule packs on top, so it follows the way your company works and adds the checks your industry needs.

Core controls

Every customer

Approval routing, segregation of duties, access control, an append-only audit record, retention and reconciliation with the ERP.

The SOX and J-SOX expectations, useful everywhere.

Your rules

Configured

Your approval matrix, required fields, document checklists and procedures, by product type.

Zeak follows whatever process your company has.

Rule packs

Pre-built, optional

Checks for a regulation or industry, for example drug listing fields, allergen declarations or safety data sheet fields.

You don't rebuild the same checks every customer needs.

Enhancements

Suggested

Fewer handoffs, similar-product reuse, validation and one audit record.

Improvements where they help. You decide.

Rule packs

Pack	What it adds
Life sciences	Record and signature controls, data-integrity attributes, validation documentation
Pharma product data	Drug listing and National Drug Code fields
Medical devices	Unique Device Identification data, US and EU
Food	Labeling and allergen declarations by market
Cosmetics	Product listing, US and EU
Chemicals	Hazard classification, safety data sheets, dangerous goods
Trade	Tariff classification, origin, export control, with a review step
Packaging	Packaging materials and weights for packaging and producer-responsibility reporting
GS1	GTIN allocation, check digits, packaging levels

Rule packs are configuration, not code: enabled per product category and market, versioned and switchable. Availability of each pack is confirmed in your proposal.

Regulated use and validation

Regulated teams often start with Zeak reading and advising, with a person approving each step.

Signature and record controls, and validation documentation, can be configured to support your regulations. How much validation is needed depends on how much Zeak does in your process.

1

Start where validation is lightest
In Observe and Advise, Zeak reads and suggests; people decide and your existing process creates the item. Starting in read-only mode can reduce the validation scope, agreed with your quality team.

2

Validate what you put live
Validation scope follows each stage you switch on. Validation documentation (requirements traceability, test protocols, test evidence templates) reduces the effort.

3

Extend under change control
Configuration changes are versioned, approved and tested in your test environment before production, like the controls they implement.

Record and signature controls, where your procedures require them

Control	How it works
Attributable	Every entry records the user, under single sign-on, with role and time
Contemporaneous	Server time stamps in UTC, shown in local time
Original and enduring	Append-only record; source snapshots kept at approval; open-format export
Accurate and complete	Required fields, validation and ERP reconciliation
Electronic signatures	Re-authentication with a recorded meaning at approval or release, where configured

Regulated workflows, including electronic records and signatures, require use-case-specific configuration and validation, confirmed per regulation with your quality team. No blanket compliance claim is made here.

04

Industries where products multiply

Some industries create new items constantly: new products, new pack sizes, new formulations, new markets. That's where manual setup takes the most time, and where New Product Creation helps most.



What changes from one product to the next
Built for industries where products multiply

What each industry needs
How each industry benefits

Who it's for

Built for industries where products multiply.

Some industries create new items constantly: new products, new pack sizes, new formulations, new markets. That's where manual setup takes the most time, and where New Product Creation helps most.

What changes from one product to the next

Pack size Formulation Flavor, shade or color Packaging type Market and language Customer-specific or private label Seasonal editions

Consumer and retail

Food and beverage · Beauty and personal care · Household and home care · Pet care · Consumer health and supplements · Apparel and footwear · Consumer electronics · Retail and private label

Highly regulated

Pharmaceuticals · Biotechnology · Medical devices · Specialty and fine chemicals · Cosmetics

Industrial and technical

Industrial manufacturing and distribution · Automotive and aftermarket parts · Semiconductors and electronic components · Aerospace and defense

Any company that regularly creates new products, pack sizes or variants is a candidate, especially in consumer goods, life sciences, chemicals, and industrial manufacturing and distribution. One consumer packaged goods launch database alone captures more than 45,000 new product launches a month¹; in other industries the volume shows up as part catalogs, configurations and market variants.

What each industry needs

Different industries, the same need: every new item correctly set up, approved and recorded.

Industry	How items multiply	Data and controls that matter	Rule packs that help
Food and beverage	Flavors, pack sizes, multipacks, promotions, retailer versions, regional labels	Allergens, labeling by market, GS1 identifiers, packaging materials	Food · GS1 · Packaging
Beauty and personal care; cosmetics	Shades, formulations, sizes, gift sets, markets	Ingredient and listing data (US and EU), responsible person, labeling	Cosmetics · GS1 · Packaging
Household, home care and pet care	Scents, sizes, refills, multipacks, private label	Hazard data where applicable, safety data sheets, packaging	Chemicals · GS1 · Packaging
Consumer health and supplements	Strengths, forms, pack counts, claims by market	Labeling, claims review, listing where regulated	Food or life sciences · GS1
Pharmaceuticals and biotech	Strengths, dosage forms, pack sizes, markets	Drug listing and NDC, records and signatures, validation	Life sciences · Pharma product data
Medical devices	Sizes, configurations, kits, markets	UDI data, quality system traceability, signatures	Life sciences · Medical devices
Specialty and fine chemicals, coatings	Formulations, grades, container sizes (bottles, drums, totes)	REACH, CLP/GHS, TSCA, safety data sheets, dangerous goods	Chemicals · Trade
Apparel, footwear and retail	Style by size by color, every season; private label	Variant matrices, GS1, origin and tariff	GS1 · Trade
Consumer electronics, automotive and industrial distribution	Configurations, models, regions, large part catalogs	Substance restrictions by market, origin, tariff, export control	Trade · Packaging
Semiconductors and electronic components	Speed grades, package types, revisions	Revisions, export control classification	Trade · Quality systems
Aerospace and defense	Fewer new items, each tightly controlled	Revisions, quality system traceability, export controls	Trade · Quality systems

The grouping reflects where variants multiply; it is not a ranking of industries by launch volume. Rule pack availability is confirmed in your proposal.

How each industry benefits

The same eight steps, configured for the way each industry works.

Consumer goods and retail

Launch more variants without growing the setup team: pack sizes, shades and private-label versions start from the base product, with identifiers allocated and never copied, and packaging data captured once.

Food and beverage

Market-specific allergen and labeling data required at setup, so a product is never released without it; retailer-specific versions linked to their base product.

Pharmaceuticals and biotech

Read-and-advise first to keep validation scope proportionate; signature and record controls where procedures require them; listing data captured with the product.

Medical devices

Device identifier data and traceability from request to released item, supporting your quality system.

Chemicals

Hazard classification and a current safety data sheet required before release, so the first shipment isn't held.

Industrial, automotive and electronics

Large catalogs and configurations created consistently, with trade and export classification reviewed before release.

Aerospace and defense

Fewer but tightly controlled items, with revisions, approvals and export controls in one record.

Companies after an acquisition

One request process across several ERPs and entities, while each keeps its own system of record.

Can it handle regional or regulatory variations of the same product? Yes. Start from an existing product and create the variant for a new market, language or packaging, with the market-specific documents and approvals.

05

How value is created and proven

Four levers create measurable value. A measurement method agreed with Finance up front proves it in your own numbers.



Four ways to create value

The cost of a slow item creation process

How to quantify it

Your business case on one page

Worked example: what a slow process costs

The cost of customizing your ERP, or keeping a manual process

Rapid ROI: build it, keep it manual, or switch on Zeak

A value case for everyone who has a say

What a better process looks like

Why the approach is different

Four ways to create value

Four levers, each measured in your own numbers.

Value counts only when it shows up in launch dates, effort, accuracy or audit cost, not in a count of requests processed.

1

Speed to market

Less elapsed time from request to a product that can be bought, made and sold.

Measured as: days from request to verified ERP item, by product type

2

Effort

Less retyping, searching and chasing across every contributing area.

Measured as: people, touches and hours per request

3

First-time-right

Fewer corrections after creation, fewer errors reaching costing, inventory and invoices.

Measured as: share of items created without a later correction, from ERP reconciliation

4

Audit and control

Evidence ready when asked; fewer control gaps and findings.

Measured as: time to produce evidence for an audit sample; control exceptions

Not a headcount case

New Product Creation is designed to remove retyping and chasing, not people. Your team reviews, decides and approves, and spends its time on the judgment calls.

Agreed with Finance before the pilot

The baseline and the measures are signed off by Finance and the process owner before anything changes, so the result is not up for debate afterwards.

The cost of a slow item creation process

A slow item creation process costs money in six places. Most companies only see the first.

Effort is spread across many people in many departments, so it is rarely counted. Delay, rework, failures and audit effort show up in other budgets, so nobody connects them to how items are created. Here is where the money goes, and how each part is measured.

1 Effort

People in every department looking up, retyping, chasing and correcting data for each new item.

Measured as: Requests a year × people per request × hours each × loaded hourly rate

2 Delayed margin

Sales that start later than they could. Lost for good when the product has a window: a season, a promotion, a tender, a patent-limited period.

Measured as: Days of delay removed × daily contribution margin of a new item × share of items with a window

3 Missed windows

A launch that misses a retailer reset, a season or a customer deadline can wait months for the next one.

Measured as: Launches that missed a window last year × margin lost for the window

4 Rework

Items corrected after creation: a change request, a fix in the ERP, a reconciliation, sometimes re-approval.

Measured as: Items corrected after creation × cost of one correction

5 Downstream failures

Wrong prices, units or pack sizes on orders and invoices; held shipments; chargebacks; in food, undeclared allergens.

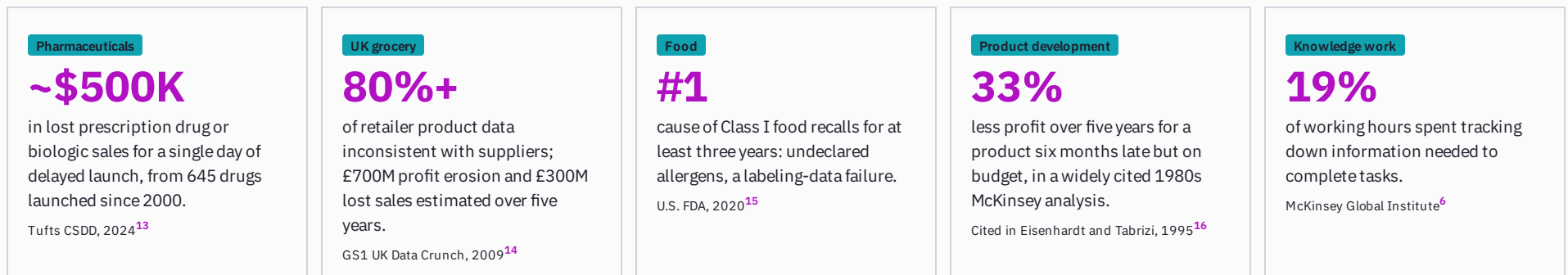
Measured as: Incidents traced to item data × average cost per incident

6 Audit and control

Evidence rebuilt from emails for every audit sample; findings to remediate.

Measured as: Audits a year × hours to assemble evidence × rate, plus remediation

What the research says about each part



External figures describe results reported by other organizations; they are not results of New Product Creation and not a forecast. Sources on the Sources page, checked October 2026.

How to quantify it

Six steps, two weeks, your own numbers.

We don't rely on industry averages for your business case. In Discover we measure the six parts with your team, using data you already have, and Finance signs the baseline.

1

Count the requests

How many new item requests a year, by type: new product, new package, new pack size, variant, change.

Data: Your request tool, form history or ERP item creation dates

2

Measure the effort

For a sample of 10 to 20 recent items: who touched each one, and for how long.

Data: Workflow history plus a 15-minute interview with each department

3

Measure elapsed time

Days from request to a verified ERP item. Separate working time from waiting time.

Data: Request and item creation time stamps

4

Price the delay

Daily contribution margin of a typical new item, and which product families have windows.

Data: Finance: first-year revenue and margin of recent launches; Sales: reset and season calendars

5

Count the rework and failures

Items corrected after creation; incidents traced to item data: invoice errors, holds, chargebacks, recalls.

Data: ERP change history; customer service, finance and quality records

6

Agree it with Finance

Sign the baseline before anything changes. Every result is measured against it.

Data: Process owner and Finance contact

Shifted or lost?

If a product's sales simply start later and run just as long, delay costs the time value of money and competitive exposure. If the product has a window (a season, a retailer reset, a tender, a patent-limited period), the lost days are gone for good. We ask which applies to each product family, and count only what is lost.

Elapsed time or working time?

A two-week cycle may hold only a day or two of actual work; the rest is waiting between handoffs. Elapsed time drives the delay cost; working time drives the effort cost. We measure both, so neither is counted twice.

Your business case on one page

Fill in your own numbers. We will measure them with you in Discover.

Start with what you know today; estimates are fine for a first conversation. The measured baseline replaces every estimate before the pilot starts, and Finance signs it.

Part	Input	Input	Input	Input	Result
1 Effort	Requests a year	People per request	Hours each	Loaded rate	Cost a year
2 Delayed margin	Items with a window	Days removed	Margin a day		Cost a year
3 Missed windows	Launches that missed	Margin lost each			Cost a year
4 Rework	Items corrected	Cost per correction			Cost a year
5 Downstream failures	Incidents a year	Cost per incident			Cost a year
6 Audit and control	Audits a year	Hours each	Rate		Cost a year

Total cost a year

Value a week, once measured

Payback in weeks

First-year cost ÷ value a week. The pilot measures the real value on your own requests.

Worked example: what a slow process costs

An illustrative manufacturer: 200 new items a year, 14 people, two weeks each.

All figures are illustrative assumptions to show the arithmetic. They are not a forecast or a measured result. A new item earns \$250,000 in its first year at 35% contribution margin, about \$240 a day; setup takes 10 working days, and the target is 3.

What the current process costs a year

Part	Calculation	Cost a year
1 Effort	200 requests × 14 people × 2 hours × \$85 an hour	\$476,000
2 Delayed margin	50 items with a window × 10 days removed × \$240 margin a day	\$120,000
3 Missed windows	4 launches a year miss a reset or season × 3 months of margin (\$21,875)	\$87,500
4 Rework	40 items corrected after creation (1 in 5) × \$1,000 each	\$40,000
5 Downstream failures	10 incidents traced to item data × \$2,500 each	\$25,000
6 Audit and control	2 audits × 60 hours of evidence gathering × \$120 an hour	\$14,400
Total cost of the current process	About \$64,000 a month	\$763,000 a year

If your measured improvement matched these assumptions

Part	Assumed reduction	Value a year
Effort	60% less	\$285,600
Delayed margin	All 10 days	\$120,000
Missed windows	3 of 4 avoided	\$65,600
Rework	Half	\$20,000
Downstream failures	Half	\$12,500
Audit and control	75% less	\$10,800
Value a year		\$514,500
Value a month		about \$42,900

Not in these numbers: a single recall (an average direct cost of about \$10 million is widely cited in food¹⁷), or, in pharma, a single day of delayed launch, which can be worth more than everything above combined.

Replace every assumption with your measured baseline. We don't publish a time-saving figure for New Product Creation until it has been measured with a customer.

The cost of customizing your ERP, or keeping a manual process

Building item creation into your ERP is a project, and then it is a product you maintain.

Customizing an ERP for item creation means building or enhancing workflows to match your company's creation and revision processes, then paying people to build, test, implement and keep them working. Here is a typical line-by-line view. Hours are illustrative. Partner resource costs are averaged to \$150 an hour, including onshore and offshore resources; your own people (line 14) are costed at \$85 an hour. Your partner's quote replaces them.

#	Build line item	Hours	Cost
1	Process discovery and design workshops with each department	120	\$18,000
2	Functional specification: forms, workflows, rules, approvals	80	\$12,000
3	Custom request form or workspace in the ERP, or a separate app	160	\$24,000
4	Approval workflows: routing by type, value and department, conditional approvals, segregation-of-duties checks	200	\$30,000
5	Validation rules and defaults by product type	120	\$18,000
6	Integrations: data warehouse, document store, existing intake form	240	\$36,000
7	Lookup of similar items (a report, with no intelligence behind it)	120	\$18,000
8	Audit trail and evidence reports	80	\$12,000
9	Testing: unit, integration, user acceptance	200	\$30,000
10	Validation documentation, where regulated	160	\$24,000
11	Template and data clean-up	80	\$12,000
12	Training, documentation and deployment	80	\$12,000
13	Project management (about 15%)	246	\$36,900
14	Your own people: subject-matter experts in workshops, testing and sign-off	400	\$34,000
	Build: four to six months	2,286	\$316,900

Then, every year

Ongoing line item	Cost
Regression testing at each ERP service update (assumed 4 a year × 40 hours)	\$24,000
Changes to rules, approvals and forms as the business changes (100 hours)	\$15,000
Support and fixes (120 hours)	\$18,000
Re-validation of changes, where regulated (60 hours)	\$9,000
Every year after go-live	\$66,000

What the research says

Whole ERP projects: a median cost of \$450,000 and a median timeline of 9 months, with timeline depending on the degree of customization; the most common reason for going over budget was an unexpected need for additional technology (172 organizations)¹⁸. Cloud ERPs ship regular service updates that can be paused for at most one consecutive update¹⁹, so custom workflows are retested on the vendor's schedule, not yours. Even companies running dedicated master data governance software build additional front ends for new product introduction²⁰.

Rapid ROI: build it, keep it manual, or switch on Zeak

Rapid ROI. Payback measured in weeks, against your own baseline.

Two comparisons, both from the worked example. **Against your manual process:** the weeks until the measured value (about \$9,900 a week) repays Zeak’s first-year cost. **Against building it in your ERP:** how much less Zeak’s first-year cost is than the build it replaces (about \$317,000), before any saving is counted.

Level	Zeak first-year cost (illustrative)	Weeks to pay back from measured value	Compared with building it
A	\$25,000	About 3 weeks	\$292,000 less than the build
B	\$50,000	About 5 weeks	\$267,000 less than the build
C	\$100,000	About 10 weeks	\$217,000 less than the build

Compared with building it, you are ahead before the first request runs: the build you don’t commission, and the \$66,000 a year of upkeep you don’t carry, cost more than any of these levels.

A, B and C are illustrative levels to show the arithmetic, not Zeak pricing. Your proposal sets the real cost; your pilot measures the real value. Payback in weeks = first-year cost ÷ measured weekly value.

	Customize the ERP	Zeak New Product Creation
Time to first value	4 to 6 months of build before anything runs	Weeks: read-only alongside your process, on real requests
Build cost	About \$317,000 in the example	No workflow, form, integration or audit-trail code to write
Similar-product reuse and proposals	A report, if anyone builds one	Ranked matches with reasons; setup values proposed and validated
Controls and evidence	Built and tested by your project	Segregation of duties, append-only record, ERP reconciliation, built in
ERP updates	Your custom code is retested every cycle	Zeak sits outside your ERP code; connectors are maintained by Zeak
Changing the process	A change request to IT	Configured by your administrator
Manual effort that remains	Largely the same; the form is new, the retyping isn’t gone	Pre-filled from your sources; people review and decide

A value case for everyone who has a say

Rapid ROI means something different to each person in the decision.

The same numbers answer four different questions. Here is what each person should be able to see before they say yes.

If you want results you can show

Leaders who want faster launches

- Value in weeks, measured on your own requests
- A business case Finance has signed, not a vendor estimate
- A clear next step at every stage of the autonomy ladder

If you do the work every day

Requesters, contributors, master data teams

- Less retyping and chasing from the first week
- Similar products and setup values ready when you open a request
- Your process and your form stay; the help arrives inside them

If you protect the systems and the controls

IT, controllers, quality, audit

- Nothing to build in your ERP, nothing to maintain at every update
- Read-only first; nothing is written to your ERP unless you switch it on
- No headcount case; stop at any stage and keep your records

If you sign off the numbers

Finance

- Every line of the value case tied to a measured baseline
- Each assumption visible and replaceable with your own figure
- Costs and value reviewed again at the readout, before any expansion

The value case is never built on fewer people. It is built on fewer days of waiting, fewer errors reaching orders and audits, and no ERP build to fund and maintain. If the pilot does not show value on your own requests, you stop, and you keep everything you learned.

What a better process looks like

Same request, different process: the difference is having everything on one record.

	Today, in many companies	With New Product Creation
Request	Long form, or an email; fields guessed	Minimum fields; the rest compiled and assigned to owners
Information	Looked up in several systems and retyped	Pre-filled from your sources with the source shown
Starting point	Whichever old item someone remembers	Ranked similar products with how they were set up
Setup values	Dozens of flags set by hand	Proposed with reasons, validated against ERP and business rules
Handoffs	Serial, by email	Parallel, with tasks, due dates and reminders
Approval	Email replies; version unclear	Your approval matrix; the approved version locked
Segregation of duties	Depends on who is available	Enforced; blocked attempts logged
Creation	Keyed from emails and forms	From the finished record, a prepared entry or a governed write
Verification	Rarely done	ERP read-back and comparison; mismatches resolved
Audit evidence	Rebuilt from inboxes	One exportable record

Why the approach is different

Your ERP knows what was created. Your workflow knows who approved. New Product Creation keeps both, and checks one against the other.

Approach	What it does well	Where the gap is
Forms and a workflow tool	Route a request and collect approvals	Don't know your product history, don't propose or validate setup values, and don't check what was created
ERP alone	Holds the product and its rules	Doesn't compile contributions across departments or keep the story of how a product was decided
Master data and product information tools	Govern and enrich product records	Often begin after the item exists, and are a large program to introduce; Zeak complements them
New Product Creation	Takes the request to a correct ERP product, reuses past products, and keeps one audit record	Works alongside all of the above, in your cloud, at the pace you set

Reuse, don't repeat

Your past products are the starting point for every new one.

Controls in the process

Authorization, segregation of duties and reconciliation happen as the work happens, not in a separate audit exercise.

Trust earned in stages

Read, then advise, then prepare, then write, only where you switch it on.

06

How customers start

Start where the pain is visible. Prove one product family with your own requests, then extend by product type, entity and ERP.



A pilot built around a measurable result
A pilot designed around your team
What a pilot delivers
A controlled path to production
Trust is part of the product

Who delivers New Product Creation
Delivery and support
How it is delivered
Questions buyers ask
Hard questions, answered plainly

A pilot built around a measurable result

One product family. One owner. Measures Finance agrees.

We usually start with one product family and agree the approach with you first. A focused pilot puts real requests through New Product Creation, in read-only mode alongside your process, and proves the result before any larger commitment.

Weeks 1-2

Discover

Pick the product family and owner; measure the baseline; agree measures with Finance.

Weeks 3-4

Connect and configure

Read-only connections to your warehouse, ERP and request tools; fields, rules, approvals and roles set in your test environment.

Weeks 5-8

Run alongside

Real requests run through Zeak in parallel with your process; suggestions reviewed weekly with your team.

Weeks 9-10

Prove

Results against the baseline and the backtest; readout with the rollout case.

We need from you

A named owner, read access to your item data and the tools you use for product requests, a test environment, a Finance contact, and a few people who run the process for a short weekly review. We bring the build, the connections and the plan.

Good first candidates

A product family with frequent new items, pack sizes or variants; a process that takes weeks and many people; frequent corrections after creation; or an audit finding on item master data.

Timeline is indicative and confirmed during Discover; it depends on scope, connections and validation needs.

A pilot designed around your team

We design the pilot around how your team works today, and around the people who have to say yes.

We learn your process first

Before we show anything, your team walks us through how a product is created today and what must never break. Your process is the foundation; Zeak is added on top.

We measure the baseline before we build

Cycle time, effort, people involved and corrections after creation are measured with your team, so the numbers argue instead of us.

You define failure

We ask what would make the pilot a failure in your eyes, and write your answer into the pilot charter as a success criterion.

You get the risk register first

A one-page pilot risk register, handed over before you ask: data access, validation impact, rollback, support model, and what happens when a suggestion is wrong.

We backtest on your own history

Zeak runs against six to twelve months of past requests and shows what it would have suggested against what was actually set up, before anything goes live.

Your owner approves every gate

A named owner on your side approves each move up the autonomy ladder and can stop the pilot at any point.

A pilot is never free to the people who run it. It costs your team's time and puts names on a decision. So the pilot starts at Observe or Advise, keeps your process intact, writes nothing to your ERP, and uses your criteria to decide whether it succeeded.

What a pilot delivers

Prove value before you scale.

A pilot is not a demo. It ends with results on your own requests and a clear case for what to do next.

1 A live process on your data

Your product family running through New Product Creation on real requests, used by your team.

3 A baseline Finance agreed

The starting point and how it is measured, set before the pilot began.

5 A validation approach

For regulated environments, the scope and evidence plan for production.

2 A configured, documented setup

Contributing areas, fields, rules, approvals, roles and sources, written down.

4 A backtest on your history

How Zeak's suggestions compared with what your team actually set up.

6 A readout and rollout case

What was found, what was measured, and a plan for the next product families, entities or ERPs.

A good fit**What we look for**

- A clear setup problem with a visible cost
- A process owner and an executive sponsor
- A test environment in the first weeks
- Finance involved from the baseline onward
- A path to rollout if the value is proven

A controlled path to production

Each phase ends with evidence you can inspect, not a date on a plan.

Phase	What happens	Exit evidence	Your team
1 Discover	Choose the product family, owner and measures. Confirm sources, approvals and validation needs.	Signed pilot charter: owner, baseline, measures	Process owner, Finance, IT
2 Connect and configure	Read-only connections; contributing areas, fields, rules, approvals, roles and number sequences.	Configuration record, reviewed	Master data, ERP and platform admin
3 Validate	Test the configured process with users. For regulated environments, execute the agreed validation scope.	User acceptance; validation evidence where required	Process owner, quality, validation
4 Go live	Move the approved configuration to production in the mode you chose and run real requests.	Go-live checklist; first products verified	Process owner, IT
5 Expand	Extend to more product families, entities and ERPs, and move up the autonomy ladder where criteria are met.	Value report; next case approved	Sponsor, Finance

Exit criteria are proposed defaults and are agreed with each customer during Discover.

Trust is part of the product

Six controls that let a controller, an auditor and an IT owner say yes.

Every request is numbered

Requests and products draw identifiers from configured sequences, never reused.

Approvals follow your organization

Routing by product type, value, department and entity, in one stage or several.

Duties are segregated

One person cannot request, approve and create the same product; attempts are logged.

Every action is recorded

Who, what, when, old and new values, and why, in an append-only record.

What was approved is what was created

ERP read-back and comparison, with every mismatch resolved.

In your environment

Deployed in your own cloud, under your identity and access controls.

Regulated workflows, including electronic records and signatures, require use-case-specific configuration and validation. No blanket compliance claim is made here.

Who delivers New Product Creation

Built and delivered by people who have run enterprise systems in regulated industries for decades.

New Product Creation is built and delivered by XcelPros. Each of our co-founders brings more than 25 years of experience leading SAP, Oracle and Microsoft Dynamics ERP, CRM and systems integration programs for complex, global organizations.

25+ years each

Enterprise platforms

ERP, CRM and systems integration across SAP, Oracle and Microsoft Dynamics, from strategy and design through go-live and support.

Regulated by design

Industry depth

Pharmaceuticals and life sciences, chemicals, food and beverage, cosmetics and consumer goods, and the many industries where control matters even without a regulator.

Platform independent

Any system

Works alongside Dynamics 365, SAP, Oracle, NetSuite and other systems, built by a team that has implemented them for decades.

One accountable team

Product and delivery

The people who build New Product Creation implement and support it, so decisions are made by those who know the product best.

Leadership

Kiran Bhavaraju

Co-founder, XcelPros

More than 25 years leading SAP, Oracle and Microsoft Dynamics ERP, CRM and systems integration programs across many industries, including highly regulated ones, and releasing complex software products for regulated industries.

Bindu Bhavaraju

Co-founder, XcelPros

More than 25 years leading SAP, Oracle and Microsoft Dynamics ERP, CRM and systems integration programs across many industries, including highly regulated ones, and releasing complex software products for regulated industries.

You work with senior people who have done this before: in your industry, on your platform, under the controls your auditors expect.

Delivery and support

One team, one method, from the first workshop to long-term support.

A unified delivery approach

- **Outcome first.** Every engagement starts from a process, an owner and a measure, not a feature list.
- **Prove before scale.** One product family first; expansion once the result is accepted.
- **In your environment.** Deployed in your own cloud, under your security and change management.
- **Your process first.** Configured to the way you work; improvements suggested, never imposed.
- **Validated where required.** Testing and evidence aligned with your quality system in regulated settings.
- **Knowledge transfer.** Your administrators are trained to run it day to day.
- **A support model agreed before anything is built.**

Ongoing success

A named customer success lead, periodic value reviews with your sponsor, and releases tested in your test environment before production.

A tiered support model

Tier	Who	What
1	Your administrators	Trained on fields, rules, approvals, roles and day-to-day configuration
2	Zeak support desk	Functional and configuration questions, how-to guidance, connector issues
3	Zeak product engineering	Defects and product fixes, with root cause and release notes

Response targets

Severity	Definition	First response
1	Product creation stopped in production	In your agreement
2	Major function impaired; no reasonable workaround	In your agreement
3	Function impaired with a workaround	In your agreement
4	Question, minor issue or enhancement request	In your agreement

Response targets, coverage hours and escalation contacts are set in your support agreement.

How New Product Creation is delivered

Prove it first, then extend, in the order your priorities set.

Phase 1

Foundation

Read, compile, record.

Representative features

- Request intake from any department
- Compilation from your sources
- Similar products and setup proposals
- Approvals and segregation of duties
- One audit record and ERP reconciliation
- Mode 1: your team creates the item

Phase 2

Prepare

Remove the keying.

Representative features

- Mode 2: ERP-ready entries
- Document reading and generation
- Electronic signatures where required
- Life sciences records and validation pack
- GS1 identifiers
- Dashboards and value report

Phase 3

Act where proven

Automate the routine.

Representative features

- Mode 3: governed writes by product type
- Several ERPs and entities
- Related ERP records
- Industry rule packs
- Downstream connections
- Time-to-market tracking

Phases are a typical sequence. The order, scope and release of each feature are agreed per customer and confirmed in your proposal. There are several ways to work together, from fixed scope to time and materials. Every feature is described in chapter 07.

Questions buyers ask

The questions we hear, answered plainly.

The basics

What is New Product Creation?

It's a Zeak solution that takes a new product request from anyone in your company and carries it, with the right approvals and a full audit trail, to a correctly set-up product in your ERP, much faster than the manual process.

What information does it bring together?

Everything each area needs to contribute: costing and accounts from finance, pricing from sales, supplier details from procurement, specifications from engineering, and categorization and attributes from product information. It flags what's missing before anyone approves.

Which ERPs does it work with?

Microsoft Dynamics 365, SAP, Oracle and NetSuite, among others. We'll confirm the details of your setup in the first conversation.

Can it create a new package or pack size from an existing product?

Yes. Start from the closest existing product, review what carries over, change what doesn't, and approve. The related documentation comes with it.

You stay in control

Do we have to let it write to our ERP?

No. You can have Zeak build the finished product record and audit trail, and create the product in your ERP yourself. Writing to the ERP is a choice, never a requirement.

Can we automate some product types or fields, and not others?

Yes. As your confidence grows, you can choose what to automate, by product type, field group, or step, and keep the rest with your team.

Can we change our mind later?

Yes. You can move toward more automation, or back toward less, at any time.

Compliance and audit

Is it SOX or J-SOX compliant?

Compliance is an obligation of your organization, not of software. Zeak is built to support SOX and J-SOX controls (approvals, segregation of duties, access control, an audit trail, and reconciliation) and to produce the evidence your auditors ask for.

What audit evidence does it produce?

A central record of who requested a product, when, what was entered and uploaded, which suggestions were made and what was decided, who approved, and what was finally created in the ERP, exportable for your auditors.

Who can start a request?

Anyone you allow: sales, finance, engineering, or any other department. Supporting documents, specifications and artwork can be attached to the request.

Where does it read from?

Your data warehouse, your documents, and any platform you use today to track product creation, such as SharePoint, forms, spreadsheets, email, or ticketing and product tools. It builds the final record from all of them.

How does it find similar products?

Zeak compares the new request with the products you've already created, using their attributes, descriptions and documents, and shows the closest matches along with how they were set up.

What documentation does it produce?

The documents that go with a new product, tied to the record. The exact set depends on your process and industry, and we'll agree it with you.

Can we start with reading only?

Yes, and many teams will. Zeak reads from your sources and builds the record. Nothing is written to your ERP until you decide it should be.

What if the product is entered in the ERP differently from what was approved?

Zeak reads the created product back from the ERP and compares it with the approved record. Any difference is flagged and logged, so a mismatch doesn't go unnoticed.

What if a suggestion is wrong?

Every suggestion shows its reasoning and its source, and a person accepts, changes or rejects it before anything is final. Every decision is logged.

How does it support segregation of duties?

You set the roles. Zeak prevents one person from holding more than one of them on the same request (for example, requester and approver), and logs any attempt.

Can records be edited or deleted?

The record is append-only: changes are added, not overwritten, so history stays intact. Retention periods are configurable.

Questions buyers ask, continued

And the questions we hear as the conversation goes deeper.

Will our auditors accept it?

Auditors decide what they accept in your environment. Zeak produces the evidence they typically ask for, and we're glad to walk your audit team through it early.

What about system validation?

Validation documentation is part of the plan for regulated environments. How much validation is needed depends on how much Zeak does in your process, so starting in read-only mode can reduce the scope.

Fitting in with what you have**We already have a workflow. Why add this?**

Keep it. Zeak can sit alongside your current workflow and add what it doesn't do: similar-product reuse, suggested ERP setup values, and one audit record.

Our products are too unique for this to work.

Zeak learns from your own product history, not a generic catalog, and a person reviews every suggestion. Unusual products simply get more review.

Will this replace our master data team?

It's designed to remove retyping and chasing, not people. Your team reviews, decides and approves, and spends its time on the judgment calls.

Where does our data live, and is it secure?

Zeak is deployed in your own cloud environment, under your identity and access controls, with security and audit controls built in.

How can we try it without disrupting our live process?

Run it alongside your current process in read-only mode. It builds records and suggestions from your real requests while your team carries on as usual, and you compare the results.

Which industries is it for?

Any company that regularly creates new products, pack sizes or variants, especially in consumer goods, life sciences, chemicals, and industrial manufacturing and distribution.

Speed, value and getting started**How much faster will it be?**

How much depends on your process, so we don't promise a figure up front. We measure your current cycle time and effort first, and show you the difference against that baseline.

We're in a regulated industry. Can we use it?

Teams in regulated industries often start with Zeak reading and advising, with a person approving each step. Signature and record controls, and validation documentation, can be configured to support your regulations.

Which regulations and standards does it support?

Zeak is configured to your requirements. Across industries it supports financial-control frameworks such as SOX and J-SOX, data-integrity and electronic-record requirements, quality-system standards, and industry rules for product data and labeling. We'll confirm the list for your industry and markets in the first conversation.

We already have master data or product information software.

Zeak can complement it. It focuses on the path from request to a correct ERP product and on reusing your past products, and it doesn't replace your master record.

Our historical product data is messy.

That's common. Cleaning and reconciling the data for the products you start with is part of the work, and we'll show you what we found.

Will it add another system to support?

A support model is agreed before anything is built, and Zeak runs in your own cloud alongside your existing process.

We have several ERPs or entities, for example after an acquisition.

Zeak connects to several systems at once, so one request process can serve more than one ERP or entity.

Our process is specific to us. Can Zeak follow it?

Yes. Zeak follows the approval steps, required fields, documents and rules your company already uses, and configures them instead of imposing its own. Where there's room to improve, we suggest it, and you decide.

Can it handle regional or regulatory variations of the same product?

Yes. Start from an existing product and create the variant for a new market, language or packaging, with the market-specific documents and approvals.

How long does it take to get started?

Weeks, not months. We'll give you a specific plan before we start.

Questions buyers ask, continued

And the questions we hear as the conversation goes deeper.

What do you need from us?

A named owner, read access to your item data and the tools you use for product requests, and a few people who run the process, for a short weekly review. We bring the build, the connections and the plan.

Can it connect to our other systems, such as product lifecycle tools or e-commerce?

Zeak connects to the tools you run today. We'll scope the downstream connections you need together.

How is it priced, and how do we start?

We usually start with one product family and agree the approach with you first. There are several ways to work together, from fixed scope to time and materials.

Hard questions, answered plainly

The questions a careful buyer should ask us, with the limitations stated up front.

Is every feature in this document available today?

No. New Product Creation is being built now, on the Zeak platform. This document describes the full design; features are delivered in releases, starting with the read-only foundation, and the order is agreed in your proposal. The pilot uses the first release.

Will the suggestions sometimes be wrong?

Yes, sometimes. That is why every suggestion shows its reason and source, low-confidence suggestions are marked, unusual products get more review, and a person decides every value. Where there is no basis for a suggestion, Zeak says so instead of guessing.

What does it cost our team?

Time: an owner, a few hours a week from the people who run the process, IT access and a Finance contact. We tell you up front, and the pilot plan shows it week by week.

Why should we trust a new solution with item master data?

Because you don't have to: it starts read-only, alongside your process, and only does more when your named owner approves each step, based on measured results.

Does it make us compliant?

No software makes an organization compliant. Zeak supports your controls and produces the evidence; your teams and auditors decide what is required.

What if our data isn't good enough?

Then the profiling in Discover will show it, and we'll tell you. Suggestions are only as good as your product history; cleaning the starting product family is part of the work.

What happens if we stop?

Your process keeps running, because it never stopped. Your records export in open formats and stay yours.

Will you publish a time-saving figure for us?

Only after it has been measured with you, against the baseline you agreed.

07

Features by topic

Every New Product Creation feature, grouped by the job it does for your team: what it does, what you get, and the industries it serves. 174 features in twelve topics. New Product Creation is being built now; every feature is delivered by release, in the order agreed in your proposal.

Topic 1: Requests from anyone
Topic 2: Every function contributes
Topic 3: Reads from where data lives
Topic 4: Learn from products you've built
Topic 5: Setup proposed, with reasons
Topic 6: Approvals and segregation of duties

Topic 7: You choose how far it goes
Topic 8: Documentation
Topic 9: One record, reconciled
Topic 10: Your controls and standards
Topic 11: Measured value
Topic 12: Platform, security and AI you can audit



Topic 1 of 12

Requests from anyone

Every new product starts as one numbered, attributable request.

Anyone you authorize starts a request, from any department, with the files that support it. No long form, no chase, and no request lost in an inbox.

17 features

Request from any department

Anyone the organization authorizes (sales, finance, engineering, procurement, quality, marketing or any other department) starts a new product request from a web form that works on a laptop or a phone.

What you get: Every product starts as one numbered, attributable request.

All industries

Supporting documents on the request

Attach specifications, drawings, artwork, safety data sheets, certificates, pricing sheets and any other file type your policy allows. Files are versioned, scanned for malware and linked to the request.

What you get: The evidence travels with the request from the first minute.

All industries

Guided intake that adapts

The form changes with the request type and product category: fields appear only when they apply, defaults are filled in, and help text explains each field in plain language.

What you get: Fewer questions for the requester and fewer corrections downstream.

All industries

Intake from the channels you already use

Requests already submitted through your existing forms and workflow tools (for example a form and a workflow tool storing requests in a SharePoint list), an email inbox or a ticketing system are read into Zeak without rekeying, and the original stays where it is.

What you get: Your process stays in place; Zeak adds the intelligence and the audit trail around it.

All industries

Status the requester can see

The requester sees the current stage, who holds the request, what is missing and the expected completion date, without asking anyone.

What you get: No chasing: the answer to "where is my product?" is always on screen.

All industries

At a glance

- Requests from any department, in one queue
- Request types for products, packages, pack sizes and variants
- Attachments: specifications, drawings, artwork, certificates
- Intake from the forms and tools you already use
- Duplicate detection before work starts
- Status the requester can see without asking

Request types

Choose what is being requested: a new product, a new package, a new pack size, a new market or regional variant, a customer-specific or private-label version, or a change to an existing product. Administrators maintain the list and the form, approvals and checks that go with each type.

What you get: Each request asks only what its type needs and follows the right approvals.

All industries

Request numbering

Requests draw identifiers from configured number sequences, per request type or legal entity if you prefer. Identifiers are never reused, even when a request is withdrawn or rejected.

What you get: Identifiers your organization recognizes, and a complete sequence an auditor can test.

All industries

Start with the minimum

A requester, for example in sales, provides only what they know (what, for whom, when) and the rest is compiled from sources and contributing areas.

What you get: Request a product without a long form or a chase.

All industries

Draft, submit and withdraw

Save a request as a draft, submit it when ready, and withdraw it before approval with a reason. Withdrawn requests stay in the record.

What you get: A full history of every request, including those that never became products.

All industries

Launch date and priority

Capture the target launch date, market window and priority. Due dates for each contributing area are calculated back from the launch date.

What you get: Work is ordered by when the product has to sell.

All industries

Topic 1 of 12, continued

Requests from anyone

Customer, market and channel

Record the customer, market, channel or retailer a request is for, including private-label and customer-specific versions.

What you get: Customer and market variants that can be traced and reported.

Consumer and retail

Intake triage

The master data or product information team triages new requests: accept, return for information, reject with a reason, or merge with a duplicate.

What you get: Only real, complete requests reach the contributing areas.

All industries

Request templates

Save and share request templates for recurring product types, with pre-set categories and attachments checklist.

What you get: Faster requests for routine products.

All industries

Capture every asset and artifact

Every file, message and decision connected to a request is captured on its record: attachments, artwork, certificates, quotes, emails forwarded to the request, comments and answers, suggestions, approvals and signatures.

What you get: Everything about a new item in one place, from request to approval.

All industries

Requests for a family of variants

One request creates a family of related items, for example five pack sizes or twelve shades, from a matrix of the attributes that change.

What you get: One decision for one family, with each item still individually recorded.

All industries

Duplicate and near-duplicate detection

On submission, Zeak checks open requests and existing products for close matches and shows them to the requester and the triage team.

What you get: Fewer duplicate items in the ERP, and fewer wasted approvals.

All industries

Requests in more than one language

Forms, help text and notifications appear in the user's language; values entered are stored with their language.

What you get: Requests from every site, in the language people work in.

Global operations

Topic 2 of 12

Every function contributes

Everyone contributes. Nobody retypes.

A new product touches finance, sales, procurement, engineering, product information, quality and supply chain. Each area sees only what it owns, works in parallel, and is told what is missing.

18 features

Contributing areas per product type

Configure which areas must contribute to each product type: finance, sales, procurement, engineering, product information, quality and regulatory, supply chain and planning, or any other area you define.

What you get: Each product reaches exactly the people who must contribute to it.

All industries

Finance section

Costing, cost group, accounts and posting setup, tax groups, inventory model and valuation settings, as your ERP requires them.

What you get: Costing and accounts set up right the first time, with a clear approval trail.

All industries

Procurement section

Suppliers, approved vendors, sourcing, purchase units, minimum order quantities and lead times.

What you get: A product that can be bought, not just sold.

All industries

Product information section

Categorization, attributes, units and conversions, dimensions and weights, packaging hierarchy and identifiers such as GTINs.

What you get: Less retyping and fewer corrections.

All industries

Supply chain and planning section

Planning and coverage settings, warehouses and storage, handling requirements, dangerous goods and transport settings.

What you get: A product that can be planned, stored and shipped from day one.

All industries

At a glance

- Contributing areas configured per product type
- Field ownership by area and role
- Sections for finance, sales, procurement, engineering, product information, quality, supply chain
- Pre-filled from your sources, with the source shown
- Missing-information flags before approval
- Parallel work instead of serial handoffs

Field ownership

Each field and field group has an owning area and role. Only that area edits it; others see it and can comment.

What you get: Clear accountability for every value.

All industries

Sales section

Pricing, price lists or trade agreements, customer and market details, channel and launch timing.

What you get: Commercial details captured once, by the people who agreed them.

All industries

Engineering section

Specifications, bills of material or formulas, drawings and revisions, attached once and reused.

What you get: Specifications and drawings attached once and reused.

Manufacturing

Quality and regulatory section

Specifications and compliance documents, regulatory classifications, shelf life, and batch or serial tracking requirements.

What you get: Documents and approvals for quality and regulatory in one place.

Regulated industries

Pre-filled from your sources

Each section is pre-filled from the data warehouse, the ERP, documents and existing tools, with the source of each value shown next to it.

What you get: Contributors confirm values instead of hunting for them.

All industries

Topic 2 of 12, continued

Every function contributes

Missing-information flags

Before anyone approves, Zeak lists the fields and documents that are missing or invalid, by area, and blocks approval where they are required.

What you get: Problems found before approval, not after creation.

All industries

Parallel contribution

Areas work at the same time on their own sections instead of passing the request from one to the next.

What you get: Fewer handoffs and less waiting.

All industries

Comments and questions on fields

Ask a question about a specific field, mention a colleague, and keep the conversation on the record.

What you get: The reasoning behind values stays with the values.

All industries

Values read from documents

Zeak reads candidate values from attached documents (for example dimensions, ingredients or hazard classes from a specification or safety data sheet) and shows the page they came from, for a person to confirm.

What you get: Less retyping, with every extracted value traceable to its page.

All industries

Contribution tasks and reminders

Each contributing area receives a task with a due date; reminders and escalations follow your rules.

What you get: Every contribution has an owner and a date.

All industries

Contribution service levels

Set target times per area and product type, and see aging against them.

What you get: Bottlenecks visible by area, measured, not argued.

All industries

Required document checklist

Each product type and category carries a checklist of required documents; missing documents are flagged with the area that owns them.

What you get: The documents your process requires, always present.

All industries

Supplier and external contributor input

Invite a supplier, co-manufacturer or other external party to provide specific fields and documents through a secure link. Their entries arrive marked as external and are reviewed by the owning area before use.

What you get: Supplier information collected once, in the record, with its source.

All industries

Topic 3 of 12

Reads from where data lives

The information is read from where it already lives.

Your data warehouse, your ERP, your documents and the tools you use to track product creation today. Every value keeps a link to where it came from.

14 features

Data warehouse connection

Read the item master history and related data from the data warehouse where your items are stored.

What you get: Your past products, available at the moment you need them.

All industries

Document store connection

Read and store documents in SharePoint and other document stores, keeping folder structure and permissions.

What you get: One copy of each document, linked to the record.

All industries

Spreadsheets and email

Read request trackers kept in spreadsheets and requests sent to a shared mailbox.

What you get: Spreadsheet-based processes brought under one audit record.

All industries

Product lifecycle and product information tools

Read specifications, revisions and attributes from product lifecycle (PLM) and product information (PIM) or master data (MDM) tools.

What you get: Zeak complements your product tools; it does not replace your master record.

All industries

Snapshot at approval

When a request is approved, Zeak keeps a snapshot of the source values it relied on, as they were at that moment.

What you get: Decisions that can be explained later, from the evidence of the time.

All industries

At a glance

- Data warehouse and read-only ERP connections
- SharePoint, document stores, forms and workflow tools
- Spreadsheets, email and ticketing
- Product lifecycle and product information tools
- Lineage for every value
- Snapshot of source values at approval

Read-only ERP connection

Read products, categories, units, costs, item groups, legal entities and code lists from your ERP: Microsoft Dynamics 365, SAP, Oracle, NetSuite and others, without writing.

What you get: Suggestions that match what your ERP will accept.

All industries

Forms and workflow tool connection

Read requests from your existing forms and workflow tools and, if you choose, return suggested values to them.

What you get: Keep your process; add what it doesn't do.

All industries

Ticketing systems

Read and link requests raised in ticketing systems.

What you get: Ticket-based intake with product-specific controls.

All industries

Lineage for every value

Every value records its source: system, object, field, document and page, the time it was read and who confirmed it.

What you get: Every value traceable to its source.

All industries

Authorized read scope

Connectors read only the objects and fields your administrators authorize, with scopes per object and per environment.

What you get: Access limited to what you approve.

All industries

Topic 3 of 12, continued

Reads from where data lives

Several ERPs or entities

Connect to several systems at once so one request process can serve more than one ERP or legal entity, for example after an acquisition.

What you get: One process across ERPs and entities.

All industries

Downstream connections

Send approved product data to downstream tools, such as e-commerce, product information syndication or labeling systems.

What you get: Products ready for every channel from one approval.

All industries

Connection health and freshness

See when each source was last read, whether it succeeded, and how current each value is.

What you get: Confidence that the information is current.

All industries

Historical data profiling and cleansing

For the product families you start with, Zeak profiles historical item data, finds inconsistencies and duplicates, and shows what it found for your team to decide.

What you get: A clean starting point, and a clear view of what was found.

All industries

Topic 4 of 12

Learn from products you've built

Your past products are your best starting point.

Zeak finds the products you have already created that are closest to the new one, shows how they were categorized, set up and documented, and lets you start from them.

15 features

Find similar products

Zeak compares the new request with products you have already created, using their attributes, descriptions, categories and documents, and ranks the closest matches.

What you get: Start from the closest match instead of a blank form.

All industries

How the match was set up

For each match, see how it was categorized, set up and documented: field values, approvals, documents and timeline.

What you get: Your best past setups, reused.

All industries

Start from an existing product

Create the new product from an existing one: Zeak copies forward what should carry over, and the team reviews what carries, changes what doesn't, and approves.

What you get: Reuse that is reviewed, not blind.

All industries

New pack size from an existing product

Create a new pack size: units and conversions, packaging hierarchy, identifiers and price proposed from the base product.

What you get: Pack sizes created consistently with their base product.

All industries

Carry-over rules

Administrators set which fields carry over to a derived product and which must always be entered fresh. Unique identifiers (for example GTIN, National Drug Code, device identifiers, item numbers) are never copied.

What you get: Reuse with the controls built in.

All industries

At a glance

- Ranked similar products, with the reasons
- How each match was set up and documented
- New product, new package or new pack size from an existing one
- Carry-over rules that protect unique identifiers
- Documents carried with the derived product
- Variant matrices for families of products

Why it matched

Each match shows which attributes matched, which differ, and how strongly.

What you get: Matches you can judge, not just accept.

All industries

Side-by-side comparison

Compare the new request with one or more matches field by field, with differences highlighted.

What you get: Faster, better-informed review.

All industries

New package from an existing product

Create a new package for an existing product, with the related documentation.

What you get: New packaging in a fraction of the effort, linked to its product.

All industries

New market or regulatory variant

Create the variant of an existing product for a new market, language or regulation, with market-specific documents and approvals.

What you get: Market variants with the right requirements from the start.

All industries

Documents carried with the derived product

The documents of the base product come with the derived one, marked for review, and are linked rather than duplicated until revised.

What you get: Related documentation that comes with the product.

All industries

Topic 4 of 12, continued

Learn from products you've built

Exclude obsolete products

Blocked, obsolete or discontinued products are excluded from suggestions unless a user asks to see them.

What you get: Templates that reflect how you set up products today.

All industries

Learn from decisions, under governance

Accepted, changed and rejected suggestions are used to improve future ranking and proposals, only after an administrator approves the updated configuration.

What you get: Improvement you can see and approve.

All industries

Search your product history in plain language

Search past products by describing them, for example "500 ml amber glass bottle, food grade", and get ranked results.

What you get: Your product history, searchable by anyone authorized.

All industries

Configurable similarity inputs

Choose which attributes and documents are used for similarity, and their weight, per product family.

What you get: Similarity tuned to how your products differ.

All industries

Variant matrices

Generate a family of variants (size by color, strength by pack count, flavor by market) from a base product and the attributes that change.

What you get: Families of variants in one step.

Consumer and retail

Topic 5 of 12

Setup proposed, with reasons

The dozens of flags and fields, proposed with the reasoning shown.

Zeak drafts categorization and ERP setup values, checks them against your ERP and your rules, and says plainly when it has no basis for a suggestion.

15 features

Proposed categorization

Zeak proposes the category, item group, product type and other classifications, with the reasoning shown.

What you get: Consistent categorization from the first request.

All industries

Reasoning and source for every suggestion

Every suggestion states why it was made and where the value came from: a rule, a similar product, a document or a source system.

What you get: Suggestions people can check in seconds.

All industries

Validation against ERP rules

Proposed values are checked against the target ERP's code lists, valid combinations and legal-entity setup before anyone sees them.

What you get: Values that will be accepted by your ERP.

All industries

Outliers against similar products

Values that differ markedly from similar products (for example a cost three times higher) are flagged for review.

What you get: Errors caught by comparison, before approval.

All industries

Proposals by field group

Suggestions are grouped by field group and owning area so each area reviews its own.

What you get: Focused review.

All industries

At a glance

- Categorization and ERP setup values proposed
- Reasoning and source for every suggestion
- Validation against ERP rules and your business rules
- Outliers flagged against similar products
- Suggestions returned to your existing form if you prefer
- No guess where the data is insufficient

Proposed ERP setup values

Zeak proposes the ERP setup values (the dozens of flags and fields such as model groups, tracking and storage settings, units and planning parameters) for each field group.

What you get: The setup drafted for you, for people to review.

All industries

Confidence and review effort

Suggestions carry a confidence level; low-confidence suggestions are marked for closer review, and unusual products get more review.

What you get: Attention where it matters.

All industries

Validation against your business rules

Your rules are applied to every request, for example "if hazardous, dangerous goods fields are required" or "price must exceed cost".

What you get: Your rules applied every time.

All industries

Suggestions returned to your existing form

If you keep your existing intake form, Zeak returns its suggested values to that form or list instead of, or as well as, showing them in Zeak.

What you get: Value inside the process your team already uses.

All industries

Units and conversions

Propose units of measure and conversions (for example each, case, pallet) consistent with the packaging hierarchy.

What you get: Units that add up.

All industries

Topic 5 of 12, continued

Setup proposed, with reasons

Identifiers

Propose the item number per your number sequence or ERP rule; allocate GTINs from your GS1 company prefix pool with check digits, where configured. Identifiers are never reused.

What you get: Unique identifiers, every time.

All industries

Release to entities and sites

Propose which legal entities, sites and warehouses the product should be released to.

What you get: Products available where they will be sold and made.

All industries

Rules learned from your history

Zeak analyzes your existing items for patterns (for example, items of a type always carry a certain planning setting) and proposes them as rules. An administrator reviews each proposed rule; only approved rules are applied.

What you get: Your best practice captured as rules, with your approval.

All industries

Names and descriptions

Generate product names and descriptions from your naming convention, in the languages you need.

What you get: Consistent names and descriptions.

All industries

No suggestion without a basis

Where the data is insufficient, Zeak says so and makes no suggestion, rather than guessing.

What you get: Suggestions you can trust because they are not forced.

All industries

Topic 6 of 12

Approvals and segregation of duties

The right people decide, following your approval rules.

Every suggestion is accepted, changed or rejected by a person. Approvals route by product type, value, department or entity, and one person cannot hold two conflicting roles on the same request.

14 features

Accept, change or reject each suggestion

A person accepts, changes or rejects each suggestion, with a reason where a suggestion is changed or rejected.

What you get: Every value decided by a person.

All industries

Sequential and parallel stages

Approvals run in sequence or in parallel, with a primary and optional secondary approvers per stage.

What you get: Approvals in the order your rules require, no slower.

All industries

Blocked-attempt log

Every attempt that breaks a segregation-of-duties or access rule is recorded with user, time, request and rule.

What you get: Evidence that the control works.

All industries

Reminders and escalation

Pending approvals send reminders and escalate after the configured time.

What you get: Approvals that keep moving.

All industries

Return for rework

Send a request back to a specific area with a comment, without restarting the whole process.

What you get: Corrections that don't cost a full cycle.

All industries

At a glance

- Accept, change or reject each suggestion
- Approval matrix by product type, value, department and entity
- Sequential and parallel stages
- Segregation of duties, with blocked attempts logged
- Electronic signatures where your procedures require them
- The approved version is locked

Approval matrix

Configure approval routing by product type, value, department, legal entity, market or risk, following your approval rules.

What you get: Your authorization rules, enforced.

All industries

Segregation of duties

You define the roles; Zeak prevents one person from holding more than one conflicting role on the same request (for example requester and approver, or approver and creator).

What you get: Segregation of duties enforced, with evidence.

All industries

Delegation without breaking segregation

Approvers delegate for a period; delegation never assigns a role that would break segregation of duties on a request.

What you get: Continuity without control gaps.

All industries

Electronic signatures where required

Approvals and other actions can require an electronic signature: re-authentication, the meaning of the signature and the time are recorded with the record.

What you get: Signature controls configured to support your regulations.

Life sciences

Approval evidence

Each approval records who approved, when, the decision, comments and the exact version of the data approved.

What you get: Who approved, when, the decision, and what exactly they saw.

All industries

Topic 6 of 12, continued

Approvals and segregation of duties

Conditional approvals

Add approvals when conditions are met, for example a margin below threshold adds a finance controller, a hazardous classification adds safety.

What you get: The right reviewers for unusual requests.

All industries

Approved version locked

Final approval locks the record version; any later change needs a new request with its own approvals.

What you get: What was approved stays approved.

All industries

Review with context

Approvers see validation results, flags, the comparison with similar products and the open items before deciding.

What you get: Informed approvals.

All industries

Approve from a notification

Approvers open a request from an email or chat notification and approve after authenticating.

What you get: Faster approvals with the same control.

All industries

Topic 7 of 12

You choose how far it goes

Record it, prepare it, or let Zeak write it. Your choice, and you can change it.

Zeak builds the final product record and the audit trail. Whether anything is written to your ERP is your decision, by product type, field group or step.

12 features

Final product record in Zeak

The compiled and approved record is held in Zeak as the record of the request and its result; it does not replace your ERP master or your master data tools.

What you get: One finished record to create from, audit from and reuse.

All industries

Mode 2: Zeak prepares an ERP-ready entry

Zeak produces an ERP-ready entry (for example a data import file, data entity or API payload) that a person reviews and commits.

What you get: Keying removed, with a person still committing.

All industries

Mode set by product type, field group, step and entity

Choose the mode separately by product type, field group, step and legal entity. Change it any time; each change is approved and audited.

What you get: Automate more as confidence grows, at your pace.

All industries

Preview and dry run

Before writing, preview exactly what will be written and run it against a test environment.

What you get: No surprises when writing is switched on.

All industries

Release to several entities

Release one approved product to several legal entities or ERPs, recording the result for each.

What you get: One approval, every entity.

All industries

At a glance

- Final product record in Zeak
- Mode 1: your team creates the product in the ERP
- Mode 2: Zeak prepares an ERP-ready entry for a person to commit
- Mode 3: Zeak writes to the ERP within your approvals
- Mode set by product type, field group, step and entity
- Write switch your administrator controls

Mode 1: your team creates it in the ERP

Zeak compiles the record, runs approvals and keeps the audit trail; your team creates the product in the ERP using a creation package ordered the way the ERP screens are.

What you get: Useful from the first request, with no write access to the ERP.

All industries

Mode 3: Zeak writes to your ERP

Zeak creates the product directly, for the product types or fields you choose, within the approvals you set.

What you get: Routine products created end to end, under your approvals.

All industries

ERP item recorded after manual creation

After manual creation, the creator records the ERP item number, or Zeak detects the new item by matching it to the approved record.

What you get: Every created item linked to its request.

All industries

Write failures handled

Failed or partial writes are retried where safe, rolled back or compensated, and routed to a person as an exception.

What you get: Clean outcomes even when something fails.

All industries

Related ERP records

Create related records with the product where configured, such as price agreements, vendor links, bills of material or formulas.

What you get: A product that is ready to transact.

All industries

Topic 7 of 12, continued

You choose how far it goes

Write switch

Administrators turn writing off instantly, for everything or for a product type, without losing records.

What you get: Control in your hands at all times.

All industries

Creator task

The person who creates the product in the ERP receives a task with the record, the creation package and a checklist.

What you get: Creation with an owner and a deadline.

All industries

Topic 8 of 12

Documentation

The documents that go with a product, tied to its record.

The documentation set is agreed with you for your process and industry, generated from the approved record, versioned and stored where your teams look for it.

8 features

Product setup summary

Every approved product gets a setup summary: what was requested, what was approved, by whom, and the final values.

What you get: A one-document answer for every product.

All industries

Templates in your format

Document templates use your formats, sections and branding, maintained by administrators.

What you get: Documents your teams and customers recognize.

All industries

Revision flags on inherited documents

When a product is derived from another, Zeak checks inherited documents for content affected by the changes (for example the pack size on a label) and flags them for revision.

What you get: Inherited documents corrected before release.

All industries

Label data and artwork brief

Produce the label data and an artwork brief from approved values for packaging and labeling teams.

What you get: Labels that match the master data.

Consumer and retail

At a glance

- Product setup summary for every product
- Documentation set agreed per process and industry
- Templates in your format and branding
- Revision flags on documents carried from an existing product
- Market and regulatory data sheets through rule packs
- Published to your document store

Documentation set per process and industry

Generate the documentation set that goes with a new product, tied to the record. The set depends on your process and industry and is agreed with you.

What you get: The documents that go with the product, generated and consistent.

All industries

Versioned and linked documents

Every document is versioned and linked to the request and product; earlier versions stay available.

What you get: The right version, every time.

All industries

Market and regulatory data sheets

Prepare data sheets for regulatory listings and labels (for example drug listing, device identifier, cosmetics listing or allergen declaration data) through the applicable rule pack.

What you get: Regulatory data prepared with the product, not after it.

Regulated industries

Published to your document store

Generated documents are published to your document store (for example SharePoint) with metadata and permissions.

What you get: Documents where your teams already look.

All industries

Topic 9 of 12

One record, reconciled

One record from the first request to the finished product.

The request, inputs, intelligence, decisions, result, sources and history, in one append-only record. Where the product was created in the ERP, Zeak reads it back and checks it against what was approved.

15 features

One central record per product

Every new product has one record holding the request, the inputs, the intelligence, the decisions, the result, the sources and the history.

What you get: Nobody has to reconstruct the trail.

All industries

Field-level history

See every value a field has held, who set it, from which source and when.

What you get: The full story of every value.

All industries

Read-back from the ERP

Where the product was created in the ERP, Zeak reads it back and compares it with the approved record, field by field.

What you get: What was approved is what was created, verified.

All industries

Ongoing reconciliation

On a schedule, created products are re-read and compared with their approved records to find later changes made outside the process.

What you get: Continuing assurance, not a one-time check.

All industries

Exportable audit reports

Export the record, the audit trail and control evidence per product, per period or per control, in PDF and open formats.

What you get: Evidence ready when asked.

All industries

At a glance

- One central record per product
- Append-only, tamper-evident audit trail
- Every AI suggestion logged with its decision
- ERP read-back and comparison with the approved record
- Exception log for every mismatch
- Exportable audit reports for your auditors

Append-only, tamper-evident audit trail

Every create, update, approval, signature and system transaction is recorded with who, what, when, old and new values and why. Changes are added, never overwritten, and the trail is tamper-evident.

What you get: An audit trail your auditors can rely on.

All industries

AI suggestion log

Every suggestion is logged with the inputs it referenced, the reasoning, the model or rule version and the decision made.

What you get: AI you can audit.

All industries

Exception log for mismatches

Every mismatch is logged, routed to an owner and resolved with a recorded decision: correct the ERP, or raise a change.

What you get: A mismatch never goes unnoticed or unresolved.

All industries

Change after creation

A change to a created product needs a new request with its own approvals, linked to the original record.

What you get: Change management with a linked history.

All industries

Retention and legal hold

Retention periods are configurable by record type and jurisdiction; legal hold suspends disposal.

What you get: Records kept for the required period, and no longer.

All industries

Topic 9 of 12, continued

One record, reconciled

Auditor access

Give auditors read-only access to records and evidence, with their own activity logged.

What you get: A self-service view for your auditors.

All industries

Trusted time stamps

Every entry is time-stamped from a trusted server clock in UTC and shown in local time.

What you get: Attributable, time-stamped entries.

All industries

Request-to-approval evidence package

Produce one package per item holding the request, all assets and artifacts, decisions, approvals, the ERP item and the reconciliation result, for audit, customer or regulator requests.

What you get: Evidence for any item in minutes.

All industries

Timeline view

See the life of a request as a timeline: stages, decisions, waits and handoffs.

What you get: Where the time went, at a glance.

All industries

Governed mass changes

Change a field across many created products at once, with a preview of every affected item, approvals and a record of each change.

What you get: Large changes made safely, with the same evidence as single ones.

All industries

Topic 10 of 12

Your controls and standards

Your rules, configured. The standards you follow, supported.

A configurable control framework holds your required fields, documents, approvals, roles and checks by product category. Optional rule packs add common checks for regulations and industries.

17 features

Configurable control framework

Define, per product category, the required fields, required documents, approvals, roles and checks, by configuration. Zeak follows your process and does not impose its own.

What you get: Your process, configured.

All industries

Control map for auditors

A control map links each control (authorization, segregation of duties, completeness and accuracy, access, change management, reconciliation, audit trail, retention) to its evidence in Zeak, exportable for your internal control documentation.

What you get: A ready map for your SOX and J-SOX documentation.

All industries

Rule pack mechanism

Pre-built rule packs for common regulations and industries are installed, versioned and enabled per category and market, as configuration rather than code.

What you get: Common checks ready to use, and a selling point per industry.

All industries

Pharma product data pack

Required fields and completeness checks for drug listing and National Drug Code data, with attached documents.

What you get: Listing data captured at setup.

Pharmaceuticals

Food pack

Food labeling and allergen declaration attributes for US and EU markets, by category and market.

What you get: Market-specific food data, checked.

Food and beverage

At a glance

- Configurable control framework per product category
- Core controls for every customer
- Control map your auditors can follow
- Rule packs: life sciences, consumer products, chemicals, trade, packaging
- Validation documentation for regulated environments
- Improvement suggestions you decide on

Core controls for every customer

Approval routing, segregation of duties, access control, an append-only audit record, retention and reconciliation with the ERP are on for every customer.

What you get: A control baseline in every deployment.

All industries

Improvement suggestions

Zeak suggests improvements to your process, such as fewer handoffs, reuse of similar products or added validation, and your team decides.

What you get: Your process first, improvements where they help.

All industries

Life sciences pack: records and signatures

Configurable record and signature controls and data-integrity attributes (attributable, legible, contemporaneous, original, accurate, plus complete, consistent, enduring and available) to support FDA 21 CFR Part 11, EU GMP Annex 11 and GxP expectations.

What you get: Configured to support your regulated processes.

Life sciences

Medical device pack

Unique Device Identification data (device identifier and production identifier elements) for US and EU regimes, with completeness checks.

What you get: UDI data with the product, from the start.

Medical devices

Topic 10 of 12, continued

Your controls and standards

Cosmetics pack

Cosmetics product listing attributes for US MoCRA and the EU Cosmetics Regulation, including ingredient and responsible-person fields.

What you get: Listing data captured as products are created.

Cosmetics

Trade pack

Tariff (HS) classification, country of origin and export control classification fields, with a review step before release.

What you get: Trade data reviewed before release.

Exporters

GS1 identifiers and barcodes

GTIN allocation from your company prefix, check digits and packaging hierarchy levels.

What you get: Identifiers your trading partners accept.

Consumer and retail

Validation documentation pack

Validation documentation for regulated environments: requirements traceability, test protocols and evidence templates. Scope follows the mode you choose; read-only use reduces it.

What you get: Validation effort reduced and proportionate to use.

Life sciences

Chemicals pack

Hazard classification fields (REACH, CLP/GHS, TSCA), safety data sheet attachment and checks, and dangerous goods classification for transport.

What you get: Products that can be shipped and sold lawfully from day one.

Chemicals

Packaging and sustainability pack

Packaging material and weight attributes captured at setup, for packaging regulations (for example the EU Packaging and Packaging Waste Regulation) and extended producer responsibility reporting.

What you get: Packaging data captured once, at the source.

Consumer and retail

Quality system controls

Controlled change, document control linkage and traceability from request to released item, to support ISO 9001, ISO 13485 and the US Quality Management System Regulation, AS9100 and IATF 16949.

What you get: Traceability your quality system can rely on.

Manufacturing

Personal data minimization

Personal data held about requesters and approvers is limited to what the record needs; data subject requests are supported where personal data is involved.

What you get: Privacy respected without weakening the audit record.

All industries

Topic 11 of 12
Measured value

Value measured against your own baseline.

Cycle time, effort, handoffs and first-time-right are measured before anything changes, and again as the process runs, so the result is in your numbers, not ours.

13 features

Baseline before go-live

Measure current cycle time and effort per request before anything changes, from the history in your existing tools and short interviews.

What you get: Improvement measured against your own starting point.

All industries

Effort and handoffs per request

Count the people involved, touches and handoffs per request.

What you get: The cost of each product setup, made visible.

All industries

Suggestion acceptance by field group

Track how often suggestions are accepted, changed or rejected, by field group and product type, to decide where to automate next.

What you get: Automation decisions based on evidence.

All industries

Queue and bottleneck dashboards

See requests by stage, aging and area, and where they wait.

What you get: Bottlenecks visible to the people who can fix them.

All industries

Value report

A periodic report for the sponsor and Finance: volumes, cycle time, effort and first-time-right against the baseline.

What you get: Value in your own numbers.

All industries

At a glance

- Baseline measured before go-live
- Cycle time by stage and by area
- Effort and handoffs per request
- First-time-right from the ERP comparison
- Backtest on your past requests
- Value report for your sponsor and Finance

Cycle time by stage

Measure elapsed time from request to approval, approval to creation and creation to verification, by product type and area.

What you get: The slow step, identified.

All industries

First-time-right rate

Measure the share of products created without a correction after creation, from the ERP comparison.

What you get: Accuracy you can report.

All industries

Backtest on your history

Run Zeak against six to twelve months of past requests and compare its suggestions with the values actually used, before anything goes live.

What you get: Proof on your own history first.

All industries

Exceptions and rework

Report reconciliation exceptions, returns for rework and their causes.

What you get: Recurring errors removed at the cause.

All industries

Volume by request type

Count new item requests per year by type (product, package, pack size, variant) and entity.

What you get: A defensible number for the business case.

All industries

Topic 11 of 12, continued

Measured value

Time to market

Track time from request to first availability or first sale, where the connected systems hold it.

What you get: Launch speed you can report.

All industries

New item and offering tracker

A live tracker of every new product, package, pack size, variant, private-label version and change, by stage, owner, age, product family, entity and market, with what was created and when.

What you get: Every new offering visible, from request to launch.

All industries

Risk-adjusted value model

The value report follows a standard structure: benefits, costs and risk adjustments, measured against the signed baseline, with every assumption visible and replaceable.

What you get: A business case Finance can audit line by line.

All industries

Topic 12 of 12

Platform, security and AI you can audit

In your cloud, under your identity, with AI that never decides alone.

New Product Creation runs in your own cloud environment, under your identity and access controls. Every capability that suggests or writes has a stage you set, and AI never approves, signs or commits.

16 features

Deployed in your own cloud

New Product Creation is deployed in your own cloud environment (for example your Azure subscription), under your network and security policies.

What you get: Your data stays in your environment.

All industries

Role-based access

Roles for requester, contributor, reviewer, approver, creator, administrator and auditor, mapped to your identity groups.

What you get: Only the right people request, approve or create.

All industries

Read-only, run-alongside mode

Run alongside your current process in read-only mode: Zeak builds records and suggestions from real requests while your team carries on as usual, and you compare the results.

What you get: A trial with no disruption and real results.

All industries

Rules and lookups first

Most steps are rules, lookups and validations; AI is used only where it adds value, such as similarity and document reading.

What you get: The simplest reliable method for each step.

All industries

Configuration under change control

Configuration changes are versioned, approved and audited, and promoted from development to test to production.

What you get: Configuration managed like the controls it implements.

All industries

At a glance

- Deployed in your own cloud
- Single sign-on and role-based access
- Autonomy ladder per capability and product type
- Read-only, run-alongside mode
- AI governance: logged, explainable, switchable
- Configuration without code, under change control

Single sign-on

Users sign in with your identity provider; accounts follow your joiner, mover and leaver process.

What you get: Access managed where you manage everything else.

All industries

Autonomy ladder

Every capability that suggests, prepares or writes has a stage you set per product type: Observe, Advise, Assist, Act. A named approver signs off each move up and can step back at any time.

What you get: Read first. Prepare next. Write when you're ready.

All industries

AI governance

AI suggestions are labeled, explained and logged; AI never approves, signs or commits; AI can be switched off per capability.

What you get: AI that assists and never decides.

All industries

Configuration without code

Forms, fields, rules, approvals, number sequences, templates and connectors are configured by administrators.

What you get: Your team runs it day to day.

All industries

Notifications

Email and chat notifications for tasks, approvals, reminders and exceptions, with user preferences.

What you get: The right person, told at the right time.

All industries

Topic 12 of 12, continued

Platform, security and AI you can audit

Open export, no lock-in

Every record, document and audit entry exports in open formats.

What you get: Your records remain yours.

All industries

Tenant and entity separation

Data is separated by tenant, and access can be restricted by legal entity.

What you get: Each business sees only its own data.

All industries

Events and API

Other systems subscribe to events such as product approved or product created, and query records through an API.

What you get: Product creation that connected processes can react to.

All industries

Encryption and secrets

Data encrypted in transit and at rest; connector credentials held in a managed secrets store.

What you get: Security built in.

All industries

Test environment support

Run against a development or test environment, including a recent clone of production, before going live.

What you get: Prove it safely before it touches production.

All industries

Accessibility and localization

The interface meets common accessibility guidelines and supports local date, number and language formats.

What you get: Usable by everyone involved.

All industries

Sources and definitions

Research and references cited in this document.

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Sources and definitions, continued

Research and references cited in this document.

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Figures describe results reported by other organizations and are not results of New Product Creation. Launch-database figures are the providers' own descriptions and approximate. All sources were checked on 5 October 2026; recheck before each new edition.

Sources and definitions, continued

Terms used in this document.

Term	Definition
New Product Creation	The Zeak solution that carries a new product request to a correctly set-up ERP product with approvals and one audit record
Request	A numbered request for a new product, package, pack size, variant or change
Contributing area	A department that owns part of the product's data, such as finance or procurement
Similar product	An existing product ranked as close to the request, used as a reference or starting point
Completion mode	How the ERP product is created: by your team, from a prepared entry, or written by Zeak
Autonomy ladder	The stages Observe, Advise, Assist and Act, set by you per capability and product type
Reconciliation	Reading the created ERP product back and comparing it with the approved record
Rule pack	Optional pre-built checks for a regulation or industry, enabled per category and market
Segregation of duties	A control that stops one person holding conflicting roles, such as requester and approver
SOX / J-SOX	US and Japanese requirements for management's assessment of internal control over financial reporting
ALCOA+	Data-integrity principles: attributable, legible, contemporaneous, original, accurate, plus complete, consistent, enduring, available
GTIN, NDC, UDI	Global Trade Item Number; National Drug Code; Unique Device Identification

Zeak New Product Creation

Bring us your next product.

Choose a product family that keeps your team busy, a launch that keeps slipping, or an audit question nobody can answer quickly. We will define the scope, the sources and the measure with your team, and prove the result before you commit to more.

