

## Executive Summary

A leading Cosmetic Research and Innovation company offers all women and men worldwide the best of cosmetics innovation in terms of quality, efficacy and safety. It pursues this goal by meeting the infinite diversity of beauty needs and desires all over the world.

### The Traditional Methodology ...



- Doing Clinical Trials on volunteers
- Data captured for various factors
- Analyze the results basis the answers shared by volunteers
- Insights provided to the team for product formulation

- No real time data
- Assessment of consumer behavior patterns were missing
- No data for product usage

### Challenges



To overcome these challenges, they wanted to explore possibility of capturing more precise and real time data with the help of an active sensor based IoT solution

### Solution



Lauren understood the requirements of the customer & developed technologically feasible solution to facilitate cosmetic company's research activities with more accurate and real time data.

The objective behind implementing this solution was to facilitate a smooth transition of data flow from different geographies across the country to a single server which would present the data on a user friendly dashboard, in a systematic format, to allow real time business intelligence bases decision making.

This project was a success. Lauren Integrated an IoT environment which provides the company's research team with accurate and real time data which facilitates faster information analysis, hence resulting in 80% reduction in time spent on product formulation.

### Benefit



As a result, Lauren is now exploring more such use cases where IoT solutions can help the organisation in their Research and Innovation