

Move Beyond Service Levels: Redefining Fragrance Industry Success with BLAs and XLAs

From AI-powered formulation engines to real-time user feedback loops, discover how Quinnox redefines success through experience-led innovation in fragrance industry



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Introduction

The fragrance and flavors industry is undergoing a digital renaissance. Today's consumers expect more than just appealing scents - they demand clean labels, ethical sourcing, hyper-personalization, and rapid innovation, all delivered through seamless digital experiences.

But behind the sensory magic lies complexity: disconnected legacy systems, manual processes, supply chain bottlenecks, and evolving compliance demands continue to slow innovation. Traditional service models governed by SLAs - focused on tasks, timelines, and ticket closures - continue to slow the progress.

That's where Quinnox's Fragrance & Flavors Center of Excellence (CoE) steps in - replacing traditional SLA-governed, resource-intensive models with our Services as Software approach. Instead of task-driven execution, we deliver scalable, intelligent platforms that are AI-powered, automation-first, and outcome-aligned. By combining deep domain expertise, proven accelerators, and next-gen technologies, we bridge the gap between legacy limitations and future potential - transforming every layer of the fragrance value chain.

Our delivery model transcends SLAs, shifting to **Business-Level Agreements (BLAs)** that align directly with measurable business outcomes - like faster time-to-market, higher formulation accuracy, and reduced manual effort. And with **Experience-Level Agreements (XLAs)**, we ensure customer satisfaction, reflected in higher Net Promoter Scores (NPS), improved ratings, and overall positive experiences.

From reimagining PLM systems to deploying GenAI-driven formulation engines, our solutions don't just enhance performance - they redefine what's possible in the sensory economy.



What Sets Quinnox Apart

From product innovation to supply chain optimization, our offerings are tailored to meet the unique challenges of the fragrance and flavors industry. Here's how:

Fragrance Product Lifecycle Management (PLM): Digitally manage the full lifecycle of fragrances and flavors - from brief to batch - with streamlined workflows, real-time collaboration, and centralized data. This ensures faster innovation, fewer formulation errors, and greater visibility across the product journey.

Qyrus – Test Suite for F&F PLM: Accelerate quality assurance with Qyrus, our Application Testing-as-Software (ATaS) platform. It leverages AI-powered test automation, defect prediction, and real-time analytics to validate core processes, reduce manual testing, and improve reliability across development stages - boosting release velocity while ensuring compliance.

Qinfinite – Autonomous IT for F&F Enterprises: Ensure system uptime and IT agility with Qinfinite, our Application Management-as-Software (AMaS) platform. By leveraging automation, predictive analytics, and intelligent observability, it creates a self-healing IT environment - resulting in up to 50% cost savings and freeing up resources for innovation.

GenAI-Powered Formulation: Supercharge creation with generative AI that analyses trends, past formulations, and regulatory inputs to recommend optimized ingredient combinations. This empowers flavorists and perfumers to innovate faster and reduce R&D cycles.

Brief & Formula Lifecycle Management: Streamline the path from creative brief to final formula with an intelligent, centralized platform. It improves collaboration between teams, ensures traceability, and shortens time-to-market for new scents and flavors.

AI Agents for Innovation: Leverage domain-trained AI agents that assist in formulation decisions, regulatory compliance, and sensory predictions. These intelligent assistants enhance creativity and accuracy throughout the development process.

Fragrance Delivery Onboarding Kit: Speed up solution deployment with our ready-to-use onboarding toolkit, specifically built for fragrance and flavor enterprises. It includes pre-configured workflows, templates, and integration assets for rapid adoption and ROI.

Regulatory Compliance Automation: Simplify compliance with built-in tools that automatically track evolving IFRA, REACH, and regional standards. Generate accurate documentation and reduce risk with proactive regulatory checks throughout the formulation process.

To showcase how these capabilities translate into real-world impact, we've curated a series of case studies below. Each one highlights how leading fragrance and flavors brands partnered with Quinnox to overcome their challenges, unlock innovation, and drive measurable outcomes.

Quinnox AI (QAI) Studio - AI Dreams to Prototypes in Days, Not Months

With 300+ years of combined expertise, pre-configured infrastructure, use case libraries, and rapid prototyping accelerators, QAI helps businesses go from concept to scalable prototype in record time.

The following case studies showcase how QAI Studio powered real-world transformations across the fragrance and flavor industry.



How Quinnox Enhanced Shop Floor Safety with AI for a Leading Fragrance Company

Overview

A leading fragrance company struggled with factory safety - ensuring PPE compliance and preventing liquid spills. Lapses risked compromising worker safety, causing regulatory penalties, and costly production disruptions.

Business Need

The client needed an AI-powered solution to enforce safety protocols, minimize risks, and ensure global compliance with strict safety standards.

The Quinnox Solution

Developed on Azure, utilizing a hybrid on-premises and cloud architecture to ensure maximum scalability and reliability.

- The system leverages advanced multimodal models for video analysis and employs real-time computer vision frameworks, such as YOLOv8, to detect anomalies like PPE non-compliance and liquid spills in factories.
- Detected anomaly data is stored for historical analysis and combined with productivity metrics to generate insightful compliance reports and evaluate the AI model's performance.
- The solution triggers automated notifications via email or Microsoft Teams, providing managers with real-time updates on safety adherence or incident alerts.

Business Benefits Delivered Across SLA, BLA, and XLA Dimensions

Service Level Agreement (SLA) Benefits

- 91% model accuracy (F1 score) enabled precise and reliable safety incident classification.
- Real-time alerts via email and Microsoft Teams ensured rapid response to safety violations and spills.
- Accurate classification of PPE adherence (Hard-Hat, Safety Vest, Goggles) ensured operational compliance on the floor.

Business Level Agreement (BLA) Benefits

- Reduced production disruptions and financial penalties due to proactive detection of anomalies.
- Strengthened compliance posture via automated reporting and traceability across regions.
- Avoided losses due to hazardous events, such as chemical spills or PPE violations.

Experience Level Agreement (XLA) Benefits

- Improved worker safety experience, with automated systems boosting confidence in incident prevention.
- Empowered supervisors with real-time insights and incident traceability, accelerating response times.
- Simplified workflows reduced the need for manual monitoring, making safety systems more intuitive and user-friendly.

Outcome:

AI-driven safety gave the client 91% incident detection accuracy, faster responses, and safer, disruption-free factory operations.

How Quinnox Helped Build a Gen-AI Powered Fragrance Formulation Recommendation Engine

Overview

A leading fragrance company relied on manual analysis of project briefs to match formulations, limiting them to respond to only 30–40% of incoming opportunities. This slowed responsiveness and constrained business growth.

Business Need

The client envisioned a Gen-AI-based formulation recommendation engine to enhance the response rate for incoming project briefs and streamline the process.

The Quinnox Solution

Built on Azure and integrated with the client's PLM system, Quinnox implemented a Gen-AI engine using **LLMs and RAG techniques** to:

- Analyze incoming briefs and recommend best-fit formulations with dosages
- Parse regulatory documents swiftly, extracting only critical compliance aspects
- Automate validation for faster, error-free decision-making

Business Benefits Delivered Across SLA, BLA, and XLA Dimensions

Service Level Agreement (SLA) Benefits

- **Real-Time Compliance** – Ensures fragrance formulations meet legal requirements instantly through automated validation.
- **Enhanced Accuracy** – Reduces human error in interpreting requirements and matching formulations.

Business Level Agreement (BLA) Benefits

- **Increased Efficiency** – 60–70% improvement in project throughput unlocks new revenue potential.
- **Regulatory Agility** – Enables faster compliance with evolving global regulations.

Experience Level Agreement (XLA) Benefits

- Smoother workflows reduce manual effort and increase trust in system-generated outputs.

Outcome:

From 30–40% manual responses to 60–70% AI-driven throughput - faster, smarter, and more compliant formulation decisions.

How Quinnox Revolutionized Brief Management with a Gen-AI Powered Solution for Innovative Product Recommendations

Overview

A global fragrance leader operating in 63 countries wanted to empower its sales and marketing teams with a smarter way to capture customer briefs - enhancing engagement, enabling immersive conversations, and accelerating innovation.

Business Need

The company needed a responsive, digital-first brief management solution that could intuitively capture requirements (sound, taste, location, etc.) and instantly provide insights on molecular composition, toxicity, compliance, and regional analytics to deliver tailored, innovative offerings.

The Quinnox Solution

- The Digital Customer Experience team at Quinnox engaged with the customer to start with a POC to demonstrate how they could leverage a responsive web / mobile / tablet solution that help the brief & requirements gathering team quickly and visually discuss and capture customer requirements.
- Further, these inputs were augmented with real-time insights on a range of parameters from molecular complexity, novelty, toxicity and other compliances on a geographic level.
- The solution was developed on the Azure platform, integrating with the main PLM application built using Power Apps.

Business Benefits Delivered Across SLA, BLA, and XLA Dimensions

Service Level Agreement (SLA) Benefits

- **40%** reduction in average time to capture customer briefs through digital, guided interfaces.
- **20%** increase in briefs handled per sales/marketing rep due to automation and pre-configured templates
- **30%** faster time-to-market for customized formulations enabled by instant insights into toxicity, geography, and compliance

Business Level Agreement (BLA) Benefits

- **25%** increase in customer conversion rates due to immersive, visual briefing experiences.
- **35%** uplift in novel product concepts submitted, thanks to trend-aware, data-augmented ideation.
- **50%** increase in relevance of product recommendations via AI-driven molecular and regional analytics.

Experience Level Agreement (XLA) Benefits

- **+18 NPS** point improvement driven by enhanced collaboration and personalization.
- Enabled customers to experience more tailored, consultative interactions - creating a sense of co-creation and driving deeper brand loyalty.

Outcome:

Smarter brief capture led to 40% faster requirements gathering, 25% higher conversions, and more innovative, customer-tailored products.

A UK Based Fragrance Leader Transformed Product Development & User Experience with Quinnox's AI-Powered PLM Platform

Overview

A leading UK-based fragrance and flavor house set out to reimagine its product development and lifecycle management process. The goal: replace its outdated PLM system with a smarter, faster, AI-driven platform to empower innovation and accelerate delivery.

Business Need

The client faced legacy system limitations, slow performance, manual regulatory checks, delayed customer responses, and disconnected data - hampering agility, compliance, and growth.

The Quinnox Solution

Quinnox developed a modern, end-to-end PLM platform tailored for fragrance innovation.

- Agile development across two strategic phases to deliver a scalable, intuitive platform.
- AI-powered Formula Search that matches customer briefs with existing fragrance profiles.
- AI-based Fragrance Pyramid Generator that predicts top, heart, and base notes using chemical data.
- Predictive Performance & Stability Testing, replacing 12-month cycles with 6–12-month forecasts.
- Formulation Interface for seamless perfume design.
- New Batch Management System replacing legacy tools, integrating real-time production planning and dosing.
- Technology stack included modern microservices architecture, embedded AI models, cloud-native deployment, and seamless API integrations.

Business Benefits Delivered Across SLA, BLA, and XLA Dimensions

Service Level Agreement (SLA) Benefits

- **60%** uplift in compliance efficiency through automated checks, reducing manual effort and risks.

Business Level Agreement (BLA) Benefits

- **50%** more briefs handled, translating into new revenue opportunities through increased throughput.
- **40%** faster time-to-market, boosting agility and business responsiveness across product development cycles.

Experience Level Agreement (XLA) Benefits

- Improved customer engagement through faster approvals and intelligent AI recommendations.
- Higher user productivity and satisfaction for formulators and regulatory teams, thanks to a streamlined, intuitive UI.

Outcome:

Modern AI-driven PLM accelerated innovation, boosted throughput, and delivered faster, smarter product development.



Smarter Enterprises Begin with Smarter SAP.

From modernizing legacy systems to integrating regulatory operations, our SAP services help unlock agility, elevate compliance, and maximize ROI from their technology investments.

Explore how leading fragrance enterprises have transformed operations and compliance with Quinnox's SAP-powered solutions in the case studies below.



Quinnox builds consolidated financial reporting system to improve post-merger business intelligence

Overview

Client is a private Swiss company in the fragrance and flavour business. It is the largest privately-owned company in the field and comes under top 3 worldwide.

Business Need

Client had two separate legal entities for its operations in India, which mandated separate accounts with separate banks for transactions related to their collections and payments - causing manual overhead, delays, and inefficiencies. Hence, the client decided to have a centralized collection and payment process through a single bank.

The Quinnox Solution

Quinnox implemented a passive merger of both entities using proprietary processes and SAP configuration, creating Financials 360 for consolidated reports.

Key steps included:

- Merging entities with a new CIN and unified banking
- Detailed analysis of people, operations, systems, and requirements
- SAP-based configuration for consolidated financial statements, trial balances, and payment files

Business Benefits Delivered Across SLA, BLA, and XLA Dimensions

Service Level Agreement (SLA) Benefits

- Reduction in bank account service fees, transaction charges, and capital costs associated with minimum deposits and cash forecasting.
- Reduced number of resources needed to manage operations for both entities—lowering manual overhead.
- Reduced fees and costs related to statutory audits and redundant minimum taxes.

Business Level Agreement (BLA) Benefits

- 38.66% annual tax savings through optimized profit tax calculation across merged affiliates.
- Improved business operations with centralized control, boosting scalability and long-term cost efficiency.
- Effective control of finances via a centralized collection/payment mechanism and unified banking structure.

Experience Level Agreement (XLA) Benefits

- 360-degree financial visibility for senior management via real-time dashboards and reports.
- Faster financial insights through consolidated, real-time reporting, enhancing decision-making experience.

Outcome:

Centralized operations and consolidated reporting unlocked tax savings, efficiency, and real-time financial insights.

How A Global Fragrance Leader Boosted Compliance Operations with 98% Accuracy and Enhanced Regulatory Agility

Overview

The client is one of the world's largest privately-owned fragrance and flavor companies, operating globally with a strong presence in compliance-driven markets. For over 25 years, they relied on a homegrown legacy application (CoreDB) to manage Kosher compliance based on country-specific chemical regulations.

Business Need

The client needed to modernize CoreDB to improve compliance accuracy, eliminate manual checks, reduce regulatory risk, and enable faster access to reliable certification data.

The Quinnox Solution

Quinnox deployed a dedicated offshore team and executed a full transformation by:

- Redesigning the CoreDB application architecture for scalability and accuracy.
- Integrating with SAP to auto-migrate the right data and eliminate inconsistencies.
- Enhancing the data model to store more granular Kosher and Halal compliance data.

Business Benefits Delivered Across SLA, BLA, and XLA Dimensions

Service Level Agreement (SLA) Benefits

- 30% reduction in manual effort for Kosher and Halal compliance processes, cutting operational costs.
- Enhanced operational efficiency and system scalability across compliance workflows.
- Reduced risk of regulatory non-compliance and human error through automated validation.

Business Level Agreement (BLA) Benefits

- Improved compliance accuracy from 88% to 98%, reducing regulatory risk and avoiding costly incidents.
- Significantly improved data consistency in CoreDB and SAP - enabling faster, more reliable compliance decisions across global regions.

Experience Level Agreement (XLA) Benefits

- Streamlined data uploads and transparent decision-making for a more intuitive and responsive user experience.
- Improved cross-functional collaboration thanks to shared visibility and clearer decision traceability.

Outcome:

Modernized CoreDB boosted compliance accuracy, reduced risk, and streamlined global certification processes.

A Fragrance Giant Achieved 50% Faster Cost Rollups with a Modern, High-Performance Architecture

Overview

A world-leading, privately-owned fragrance and flavor company was grappling with performance bottlenecks in its cost rollup system - a critical application responsible for automatically updating raw material prices from SAP. These inefficiencies were impacting business agility and user satisfaction.

Business Need

The client required faster processing, accurate real-time cost data, reduced manual support, and improved user experience to make agile pricing decisions.

The Quinnox Solution

Quinnox stepped in with an end-to-end transformation strategy, addressing both system architecture and user experience.

Technology Modernization Highlights:

- **Spring Batch 4.1.x:** Enabled parallel processing for faster execution.
- **Java 8 APIs + Executor Framework:** Delivered high-level concurrency to manage large data loads efficiently.
- **Spring Boot 2.1.x:** Supported rapid application development (RAD) with modular, scalable architecture.
- **SonarQube Integration:** Embedded code quality and security checks through continuous static analysis.

Business Benefits Delivered Across SLA, BLA, and XLA Dimensions

Service Level Agreement (SLA) Benefits

- 50% faster cost rollup - reduced from 12–15 hours to just 4–7 hours, improving backend processing efficiency.
- 90% drop in L2 support tickets, lowering IT operational overhead.

Business Level Agreement (BLA) Benefits

- Accelerated pricing decisions and improved business agility in a fast-moving market.
- Increased agility in product pricing and quotation cycles, enabling more competitive responses.

Experience Level Agreement (XLA) Benefits

- Enhanced user experience with quicker access to accurate cost data, enabling faster action.
- Empowered business users to act with confidence based on real-time, accurate data.

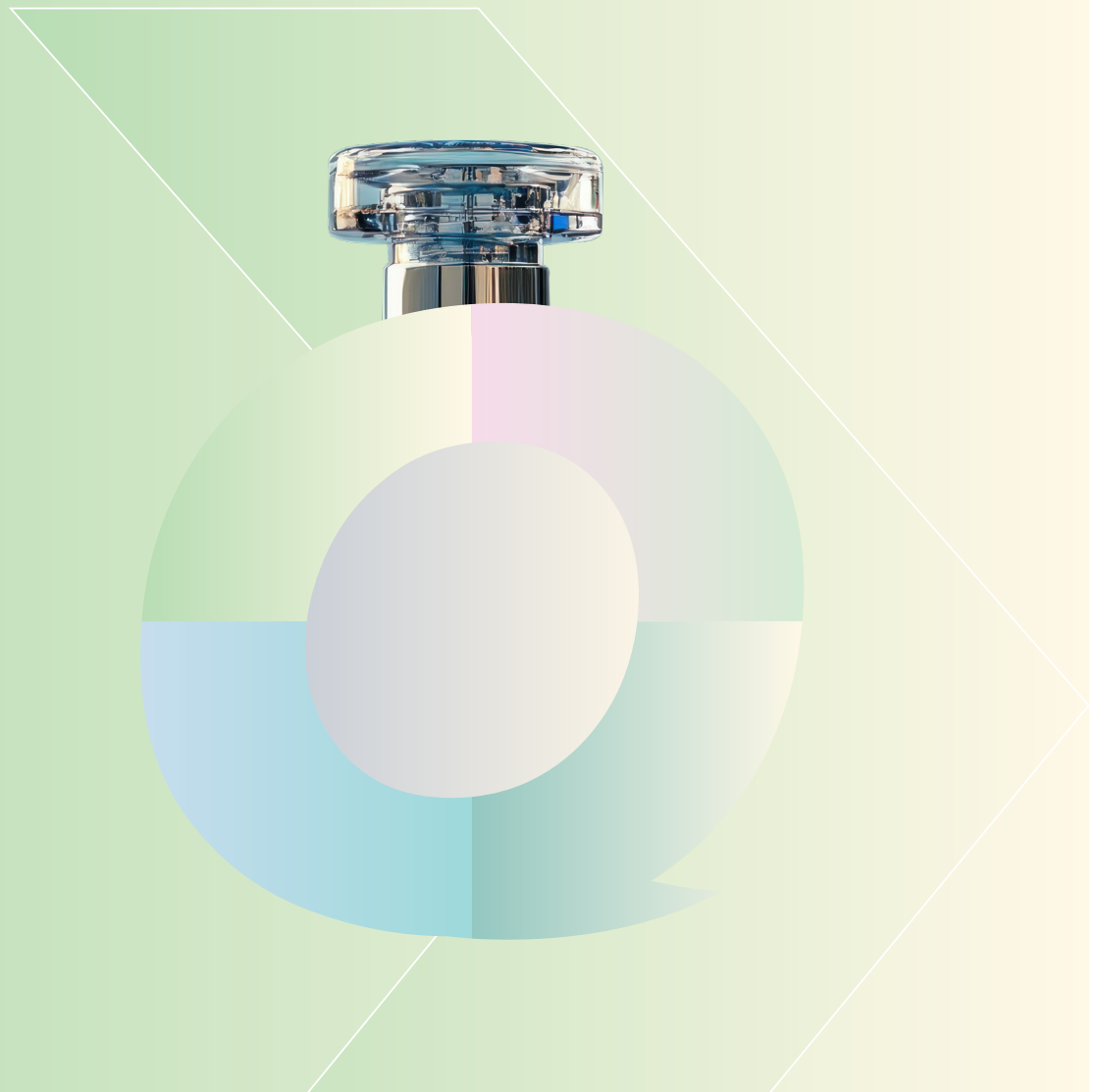
Outcome:

Modernized cost rollup reduced processing time, minimized support overhead, and empowered faster, data-driven pricing decisions.

Experience the Power of AI-Powered Automation.

Qinfinite - our AI-powered Intelligent Application Management (iAM) platform that drives proactive application management, real-time visibility, and zero-disruption transformation keeping you agile and future-ready.

Qyrus - our Agentic AI-powered, SaaS-based test automation platform that brings intelligence and automation to every stage of the software testing lifecycle.



Accelerating Modernization and Operational Excellence in the Fragrance Industry

Overview

The client is a global fragrance and flavor industry recognized for its innovation, quality, and sustainable practices.

Business Need

The client sought a strategic partner to seamlessly integrate business and technology delivery, eliminate operational silos, accelerate project execution, and consistently drive innovation across the entire product lifecycle.

The Quinnox Solution

- Partnered with the client for a long-term engagement focused on business and IT transformation
- Used flexible models including Managed Services, Turnkey Projects, Shared Services, and Staffing
- Delivered end-to-end support across application development, testing, data analytics, advisory, and program management
- Executed key projects like MES, LIMS, CRM-Atlas, Core DB, Fragrance Management, Sampling, Label Management, and AMS systems
- Leveraged technologies such as .Net, Java, Azure, React, Smalltalk, SQL Server, Oracle, Azure DevOps
- Integrated tools like Power BI, JIRA, CyberArk, Cognos BI, QlikView, Azure App Insights, and Google Analytics
- Deployed Quinnox accelerators: Qinfinite (Intelligent Application Management platform), Qyrus (AI-powered test automation platform), Intelligent Automation, and Digital + Design Thinking Labs

Business Benefits Delivered Across SLA, BLA, and XLA Dimensions

Service Level Agreement (SLA) Benefits

- 30% reduction in operational and IT costs through a unified delivery model combining managed services and digital accelerators.
- Significant efficiency gains from Quinnox IP, tools, and accelerators, saving millions over the engagement lifecycle.

Business Level Agreement (BLA) Benefits

- 26% business growth enablement via faster project execution and integrated digital innovation.
- 35% increase in speed to market by leveraging automation, agile delivery, and accelerator tools.

Experience Level Agreement (XLA) Benefits

- Enhanced customer satisfaction by improving digital experiences and backend efficiencies.

“It’s been a long positive journey with a very good mindset, a lot of hard work and dedication. It has created a spirit of one team paving the way for successful partnership.”
— Director, Development and Integration, Fragrance Company

Outcome:

Unified delivery and digital acceleration drove faster innovation, lower costs, and improved customer experiences.

A Legacy of Innovation. A Future Powered by Intelligence and Service as Software Thinking.

The fragrance and flavors industry is transforming and so is the way it innovates. At Quinnox, we're proud to lead this evolution by fusing **AI-first thinking** with a **Service as Software model** - one where every service is intelligent, productized, and outcome-driven.

With over **10+** global projects, **70+** AI use cases, and **two** industry-leading AI-powered SaaS platforms (**Qinfinite and Qyrus**) built in-house, we bring together deep domain expertise, advanced digital platforms, AI & data-driven strategies to revolutionize the fragrance and flavors industry. From streamlining operations to enhancing product development, our approach empowers leading fragrance houses to move from traditional SLAs to **business-level agility (BLAs)** and **experience-led outcomes (XLAs)** - all delivered with the scalability and precision of software.

So, ready to move beyond traditional SLAs and experience outcome-driven transformation in the fragrance industry? Explore how **Quinnox's Fragrance & Flavors CoE** - powered by **Service as Software** model can help you modernize faster, scale smarter, and innovate sustainably.

Book a personalized consultation with our experts to explore what Service as Software can do for you.

Let's talk

Awards & Analyst Mentions



Quinnox recognized by Software AG as Innovation Partner of the Year



Prudential Financial, won the "Best Overall Testing Project-Finance" category at the NA Software Testing Awards 2022



Quinnox and Monument bank wins big at 2023 ISG Paragon Awards EMEA



Monument bank and Quinnox wins the best use of technology at the European Software Testing Awards 2024



Quinnox Wins Big at AI Awards 2025

Gartner®

Market Guide for AI-Augmented Software Testing Tools, 2022, 2024
 Notable vendor in Gartner Midmarket Context: Magic Quadrant, Worldwide

Market Guide for Application Testing Services (QE) – Worldwide, 2023-2025

Market Guide for Chaos Engineering Tools 2023, 2025

Quinnox has been recognized in 6 Gartner Hype Cycles in 2024, recognized in 4 Gartner Hype Cycles in 2025

Emerging Tech Impact Radar: Cloud-Native Platforms, 2025

FORRESTER®

"The AIOps Platforms Landscape" Q4 2024
 Strong Performer on "Forrester wave in 2022" for 'Modern Application development' – 2022
 The Forrester Tech Tide™: Software Development, Q4 2024

Best Practice Report Designing an "Effective GenAI Learning Strategy" for the Workforce

Landscape report on 'Modern Application development' – 2022, 2024

Digital Transformation Services Landscape, Q2 2025

Continuous Automation And Testing Services Landscape, Q4 2023

Recognized for ability to prove Business value and ROI Drive IT Excellence With AIOps

*ISG

"Rising Star" for Application Managed Services in US Region 2024

"Rising Star" across three quadrants - Agile App Dev Projects, AMS & App Quality Assurance in US Region 2024

Quinnox secured 2nd position with the CX Score - 83.8 with Industry CX Average - 75.2



Recognized as Top 20 promising "Services-as-Software" companies Services as Software (SaS), 2025



About Quinnox

Quinnox is an AI-first Digital Always organization orchestrating value for forward-looking businesses. Through AI-powered platforms and intelligent engineering teams, we accelerate digital transformation, redefine total experience, improve productivity and operational efficiency. Our AI-first workforce transforms challenges and opportunities into a competitive edge, fueling growth, sparking innovation, and building resilience for accelerated time to value.

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