



ESTÉE LAUDER

The Estée Lauder Companies Inc. is an American multinational cosmetics company, a manufacturer and marketer of makeup, skincare, fragrance and hair care products, based in Midtown Manhattan, New York City.

www.elcompanies.com

Business Challenge



Highly complex price management process



Limited view on the price trends and market outlook



Issues related to data integrity, visibility, and process delays

Cherrywork Intelligent Price Management

Solution

- **Intelligent Price Management application** on SCP designed to manage the company's region-based product prices
- **Detailed price trend and analytics report** enabling effective decision-making
- **End-to-End visibility** of the pricing process
- **Seamless integration** with SAP ECC system Pricing Module with governance process

Outcome

- **100%** manual processes eliminated
- **100%** price trend visibility
- **2X** potential productivity improvement
- **Single portal** to manage product prices effectively
- **End-to-end visibility** into price management operations through a single portal
- **Integrated Pricing** solution to manage product prices