



One of the oldest multinational consumer goods companies selling products in 100+ countries.

Business Challenges



lack of visibility and transparency in new product introduction processes



Process standardization of launching of a new product

Cherrywork® New Product Introduction for multinational company

Solution

- Automation through intelligent business Rules
- Unified and harmonized material data accessible with Global Material Code for better governance, compliance & Transparency
- Sales enablement with consistent shareable product data across stores, online, product catalogues, etc
- Single source, create once and share Everywhere

Outcome

- Accelerated speed to market from 18 weeks to 3 weeks
- Significant cost savings due to unified process & systems
- Improved customer service
- 98+% data quality
- Automation of steps in material life with reduction in human intervention ~30%