



One of oldest multinational consumer goods companies and its products are available around 100+ countries.

---

## Challenge

- High turnaround time and lack of visibility and transparency in master data management
- Process standardization of launching of a new product

# Cherrywork® New Product Introduction

## 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 & system
- Improved customer service
- 98+% data quality
- Automation of steps in material life with reduction in human intervention ~30%



## Business Impact

**3000+** Key users Engaged

**~60%** Reduction in time to market

**160+** Total countries LIVE