



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

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## Challenge

- High turnaround time and lack of visibility and transparency in new product introduction processes including master data management
- Process standardization of launching of a new product across 160+ countries

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



## Business Impact

**3000+** Key users

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

**160+** Countries rollout