



One of oldest multinational consumer goods companies selling products in 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 & systems
- 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

About Incture

We are a digital systems company and a community of passionate, purpose-led individuals seeking to enhance people's lives with technology. We deliver digital solutions including Cherrywork® digital applications and intelligent platforms and technologies with speed and at scale to address our customers' complex business challenges. We are one of the largest providers of Digital Applications and Technology Solutions on SAP Cloud Platform and SAP On-Premise Platform.

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