



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

## Cherrywork® New Product Introduction

### 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

### 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

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### Business Impact

**3000+** Key users

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

**160+** Countries rollout