



Innovation Story

Timi - The intelligent price management: Accelerating global pricing efficiency with SAP BTP

Colgate-Palmolive

Consumer Products
Technology Pathfinder



Timi – The intelligent price management: Accelerating global pricing efficiency with SAP BTP



Colgate-Palmolive has long maintained a **robust global pricing framework** involving coordination across multiple stakeholders and countries. While these established processes **served the business well**, the sheer scale of regional operations presented an **opportunity to elevate efficiency and agility** even further.

To move beyond traditional methods, such as spreadsheet-based maintenance and email validation, the company sought to **digitize these core activities**. The objective was to transition from a manual, high-touch environment to a **streamlined, automated ecosystem**, enhancing Colgate-Palmolive's **already strong governance** and providing teams with the real-time visibility needed for faster, data-driven decision-making.

This sparked the opportunity for innovation.

Developed as a co-innovation partnership between Colgate-Palmolive and Incture, the global pricing management solution for Colgate-Palmolive using the Cherrywork (CW) Intelligent Price Management solution powered by SAP BTP. The Cherrywork (CW) Intelligent Price Management solution delivers an interactive, intuitive, and highly adaptable experience tailored to Colgate-Palmolive's business processes. With real-time integration to Colgate-Palmolive's S/4HANA, pricing teams can now simulate net prices, track proposals instantly, and rely on system-driven, fully audited price setups. Automated notifications, role-based access, secure OAuth 2.0 protection, and robust reporting bring structure, transparency, and control to the entire ecosystem.

This innovation empowers the Colgate-Palmolive Pricing MDM team, transforms manual operations into intelligent automation, and sets a new standard for scalable, future-ready pricing excellence.

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CHALLENGE

Colgate-Palmolive's global pricing landscape involves intricate coordination across diverse markets. As regional volumes grew, the reliance on decentralized spreadsheets and email validation became a **constraint on scalability rather than a flaw in execution**.

The company identified a strategic need to unify these workflows, moving from manual data management to a centralized, transparent digital platform that matches the speed and precision of its broader supply chain operations.

SOLUTION

To address these challenges, **Colgate-Palmolive and Incture co-innovated** to deploy the Cherrywork Price Management solution on SAP BTP, creating a unified, digital, and workflow-driven pricing experience. The platform enabled pricing managers to create proposals within the tool, empowered approvers with real-time review and decision capabilities, and seamlessly integrated approved prices and discounts into SAP S/4HANA using standard APIs. The solution introduced an intuitive interface, automated validations, role-based governance, and complete audit trails - transforming a manual, email-driven process into a fully digital, controlled, and intelligent pricing ecosystem.

OUTCOME

- Pricing cycle time reduced from 1–2 weeks to just 1–2 days.
- Complete approval and audit governance embedded into the workflow.
- End-to-end process visibility and tracking.
- Insightful dashboards for data-driven decisions.
- 100% digitalized and standardized global pricing process.



Accelerated ROI

Enabling the standardization of Pricing Process across countries.

100% Digitalization

Removal of Manual activity, end-to-end process visibility.



85% Shorter Processing Cycle

Reducing the cycle from weeks to 1-2 Days.

Project details

PROJECT OBJECTIVES

The primary objective was to eliminate Colgate-Palmolive’s manual, email-driven pricing workflow and replace it with a fully digital, automated, and audit-ready pricing management system. The project aimed to streamline the creation, validation, approval, and integration of customer prices and discounts across multiple countries by deploying Cherrywork Price Management on SAP BTP.

Key Goals:

- Reducing Pricing Cycle time ensuring accuracy and governance.
- Provide real-time integration with S4HANA, delivering full transparency, traceability & auditability with enhanced user experience through intuitive role-based application.
- Meeting Colgate-Palmolive’s global pricing process requirements.

USE CASE

A pricing manager needs to create or update customer-specific prices and discounts across multiple countries. Previously, this required **resource-intensive manual updates** to SAP. While this established method was functional, it limited the speed at which regional teams could respond to dynamic market changes.

The new solution replaces these high-touch tasks with intelligent automation, ensuring that pricing adjustments are executed with **immediate precision and full system governance**.

With Cherrywork Price Management on SAP BTP, the manager enters pricing details into a guided web interface, which automatically performs validations and highlights inconsistencies. Approvers receive instant notifications, review proposals within the system, and provide clear digital sign-offs. Once approved, the tool pushes the pricing and discount data directly into SAP S/4HANA through standard APIs, updating the system in real time.

The innovation lies in transforming an entirely manual process into a fully digital, workflow-driven, governed pricing lifecycle with dashboards, audit trails, role-based access, and end-to-end visibility. The “wow” factor: **1–2 week pricing cycles reduced to 1–2 days with 100% accuracy and governance**.

DEPLOYMENT COUNTRY

Global: 20+ Countries

DEPLOYMENT DATE

Nov-2023

NUMBER OF END USERS

1000+

TRANSACTION VOLUME

500,000+ records

Innovations

◆ INNOVATIVE USE OF SAP TECHNOLOGY

The **Cherrywork Intelligent Price Management** leveraged multiple cutting-edge SAP BTP capabilities to reinvent Colgate-Palmolive’s global pricing operations. SAP Build Process Automation (BPA) was used to orchestrate end-to-end workflow management, enabling structured approvals, automated validations, and complete auditability. The SAP Cloud Connector ensured secure, real-time connectivity to Colgate-Palmolive’s SAP S/4HANA landscape, while the solution utilized standard SAP S/4HANA Pricing APIs to seamlessly integrate customer prices and discounts without custom interfaces.

SAP BTP’s security framework, including role collections, OAuth 2.0 authentication, and application-level authorization—provided enterprise-grade protection and controlled access across regions. SAP HANA Cloud served as the high-performance processing layer, enabling fast execution and handling large pricing datasets with ease.

Together, these technologies transformed a manual, error-prone pricing process into an intelligent, automated, and fully governed digital workflow—significantly improving cycle time, accuracy, visibility, and operational effectiveness.

▀ WHY SAP

Building on a **30-year strategic partnership with SAP**, Colgate-Palmolive selected SAP BTP to drive its next phase of digital innovation. The platform was chosen for its seamless **S/4HANA integration** and **cloud scalability**, leveraging the power of HANA to optimize business processes with greater agility.

“Cherrywork Intelligent Work Management’s unified workbench feature brings together multiple systems across the enterprise landscape and enables prioritizing critical work items. The user workload management, task storyboard, reports and analytics empowers our supervisors with the right tools to enhance productivity.”

Lou Farina- [Vice President, Global Data Management](#)

Benefits and outcomes

Revolutionizing Colgate-Palmolive's Pricing Landscape: From Regional Coordination to Global Digital Standardization.

BUSINESS AND/OR SOCIETY

- What began as a distributed pricing framework has evolved into a **unified, intelligent pricing engine**. This transformation standardized commercial operations across international markets, creating a seamless, digital ecosystem that aligns with Colgate-Palmolive's global strategy.
- The impact on agility was immediate. Pricing cycles that traditionally required **1–2 weeks are now finalized in 8–12 hours**, allowing markets to react faster and more confidently. Errors that once created downstream disruptions have nearly disappeared, replaced by system-driven validations and full audit trails. Adoption grew rapidly, **1,000+ users** across **20+ countries**, demonstrating the trust and simplicity of the new process.
- A **globally consistent framework** for roles and responsibilities was established, streamlining the gross-to-net pricing process and creating a strong foundation for analytics and Revenue Growth Management.
- At scale, the system processed **10,000+ pricing proposals** and over **500,000 records**, enabling smarter pricing decisions that helped boost sales lift, drive revenue growth, and deliver a strong ROI for the company.
- In essence, pricing moved from a bottleneck to a competitive advantage-faster, more accurate, and globally synchronized.

IT

1. **Aligned to SAP Strategy: Runs natively on SAP BTP**, ensuring long-term technical alignment, reduced architectural complexity, and lower integration overhead.
2. **Enterprise-Grade Security: Built-in IdP integration and Principal Propagation** ensure secure, compliant access to S4 with minimal custom development.
3. **Data Residency & Control: Data stays within your SAP landscape**, enabling strict governance, simplified audits, and reduced risk exposure.
4. **Seamless SAP & Non-SAP Integration: Pre-built connectors enable faster integration cycles**, reduced custom coding, and quicker onboarding of new systems.
5. **Uses Modern BTP Services: Leverages best-practice SAP technologies**, improving performance, scalability, monitoring, and lifecycle management for IT teams.

Deployment details

SAP TECHNOLOGIES AND SAP PARTNER PRODUCTS

SAP SOLUTIONS	DEPLOYMENT STATUS (Live or Proof of Concept)	SAP BUSINESS AI FEATURES (if applicable)	CONTRIBUTION TO THE PROJECT
SAP S/4HANA	Live	N/A	Core SAP System
SAP Cloud Transport Management	Live	N/A	Deployment of Cherrywork – Intelligent Price Management in Customer landscape’s environment
SAP HANA Cloud – BTP	Live	N/A	HANA Cloud DB container for storing and processing application data
SAP Cloud Foundry Runtime - BTP	Live	N/A	Runtime for cloud JAVA application
SAP Cloud Logging Service – BTP	Live	N/A	For Application logs
SAP Build Process Automation	Live	N/A	For Process workflow

SAP SERVICES AND SUPPORT

SAP SERVICES	CONTRIBUTION TO THE PROJECT
N/A	N/A
N/A	N/A
N/A	N/A

HYPERSCALER (please mark one or more if applicable)

AWS
 Google Cloud
 Microsoft Azure
 Other

Other:

Colgate- Palmolive

HEADQUARTERS

New York, United States

INDUSTRY

Consumer products

WEBSITE

<https://www.colgatepalmolive.com/>

NUMBER OF EMPLOYEES

Approximately 34,000 employees
based in over 100 countries

Colgate-Palmolive Company is a caring, innovative growth company that is reimagining a healthier future for all people, their pets and our planet. Focused on Oral Care, Personal Care, Home Care and Pet Nutrition, we sell our products in more than 200 countries and territories under brands such as Colgate, Palmolive, elmex, hello, meridol, Sorriso, Tom's of Maine, EltaMD, Filorga, Irish Spring, Lady Speed Stick, PCA SKIN, Protex, Sanex, Softsoap, Speed Stick, Ajax, Axion, Fabuloso, Murphy, Soupline and Suavitel, as well as Hill's Science Diet, Hill's Prescription Diet and Prime100. We are recognized for our leadership and innovation in promoting sustainability and community wellbeing, including our achievements in decreasing plastic waste and promoting recyclability, saving water, conserving natural resources and improving children's oral health through the Colgate Bright Smiles, Bright Futures program, which has reached approximately 2 billion children and their families since 1991. For more information about Colgate's global business and how we are building a future to smile about, visit www.colgatepalmolive.com.

Partner information

Incture is a trusted SAP transformation partner enabling enterprises to innovate and scale using SAP S/4HANA, SAP BTP, and intelligent automation. We design and deliver outcome-driven solutions that combine SAP's latest technologies with cloud-native architectures, AI, and industry best practices to solve complex business challenges. Our innovations focus on accelerating time-to-value, improving operational resilience, and driving measurable business outcomes. Through close collaboration with SAP and our customers, Incture consistently turns bold ideas into real, impactful SAP-powered innovations.

Incture provides value to its clients through the below offerings –

- SAP S/4HANA transformation and modernization
- SAP BTP–based extensions, integrations, and innovations
- Intelligent automation and RPA solutions
- Cloud migration and SAP infrastructure services
- Industry-specific accelerators for Retail, CPG, and Manufacturing

PARTNER COMPANY

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