



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