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CASE STUDY

Leading personal-care product company uses Riversand MDMCenter™ to Synchronize Product Information

Project Background

The client is one of the world's leading personal care products companies, and is behind well-known quality consumer skin and body care brands. They are also a leading manufacturer of self-adhesive products for industrial customers and consumers through it. The client has more than 150+ affiliates and 15,000+ employees across globe.

Project Overview

mdm watershedalliance

Partner Project

The client continually strives to improve time to market in order to be as responsive to consumer desires as possible. In pursuit of these goals, their IT department investigated the possibility of implementing a product information management (PIM) solution, and thereby discovered a big opportunity to make huge strides in efficiency across the enterprise

Data analytics are only valuable if the data used is accurate. Without a PIM solution in place, product records at the client were susceptible to duplicate entries because data governance policies—which aim to standardize the format of all records—were not consistent for every system.

PIM solutions create a single source for product data that is used by lower-level systems (like ERP programs, websites and print catalogs). This creates a single product data entry point for all programs across the enterprise.

The client's media asset management (MAM) provider Advellence solutions recommended that the client investigate Riversand's PIM solution, MDMCenter™. Switzerland-based Advellence is a member of Riversand's Watershed Alliance Network as a system integrator/consultant and managed the implementation of Riversand PIM at the client.

MDMCenter became the client's single source for all product data and seamlessly integrated with Advellence's Sharedien, which remained the single source for product media assets.

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Results

Implementing a PIM solution allowed the client to improve data analytics, reduce marketing costs, and reduce time to market. With a PIM program in use, one single set of data governance policies can control how data is entered into PIM, which ensures that all lower level systems are synchronized. With duplicated data removed, management was able to get an accurate picture of product data analytics and use that information predict and meet customer needs.

> **"**
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> **"**
> *MDMCenter also helped the client by centralizing their marketing efforts"*

MDMCenter also helped the client improve their marketing efforts. With a single entry point in place for product data, descriptions and other information can be changed through a single portal and automatically update in every system that accesses it. This allows changes to take place simultaneously across all channels (print, web, retail outlets, etc.) and saves resources compared to the prior labor-intensive method of manually changing marketing information. Since MDMCenter controls product data across the globe, it is also possible for the client to centralize marketing efforts by having one team decide on changes and then make them in MDMCenter rather than having teams spread across the globe with a regional focus.

These improvements have helped the client reduce their time to market by reducing the workload required to change product data and streamlining marketing efforts. Rather than manually changing product data in a variety of systems, it can be changed in MDMCenter and then automatically push to other enterprise systems. Time to market (TTM) improvements are important to the client as their company grows to new markets and responds to consumer

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Riversand is an innovative leader in Master Data Management, powering industries from the world's largest to SMBs. Riversand's single integrated, scalable and robust multi-domain MDM platform caters to a variety of use cases across multiple verticals. In addition Riversand offers specific solutions such as Vendor Portal, Spare Parts Management, Material Master, GDSN on-boarding, Media Assets Management, Print Publishing etc. Business value which Riversand provides include accelerated time-to-market, increased sales, improved order accuracy, reduced costs and enhanced customer service. Customer satisfaction is at the heart of Riversand's innovation.
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