

## Case Study:

# A Billion-Dollar Business Leverages the Beauty of PIM

EnterWorks helps a leading beauty product business connect its selling channels and millions of consultants worldwide through seamless Product Information Management.

## Introduction

As a global, multi-billion dollar business, this leading beauty products provider sells skin care, makeup, and fragrances in more than 35 countries around the world. For decades, the company has experienced significant growth, expanding its consultant base into the millions and opening in more than 20 markets around the world.

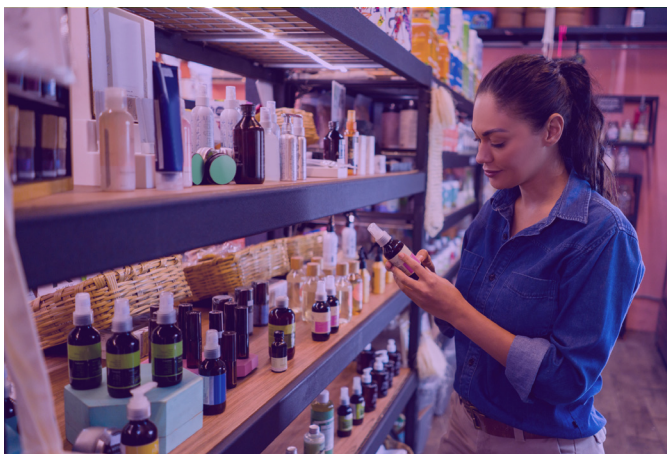
Remarkably, the company offers over 200,000 products with hundreds of variations. To accommodate this breadth of products and fastpaced growth, the company needed a single view of accurate, up-to-date, and consistent product information across its enterprise.

## The Challenge

As one of the largest online business-to-business sales organizations, this company set its sights on expanding its commerce initiatives. This included launching and managing cohesive, effective product content across its global presence to help millions of Beauty Consultants achieve a high growth in sales.

Several challenges stood in their way. The business had multiple siloed systems for handling product information, which caused inconsistency and inaccuracy in data. Manual processes led to a longer-time-to-market and stood as a barrier to growth.

The company needed automated workflows for managing marketing initiatives, as well as regional and country-specific content management for its extensive global reach.



## Company makeup

- Millions of beauty consultants worldwide
- 200+ premium products
- Sold in over 35 countries
- Multi-billions of dollars in global wholesale sales

## Key solution features

- Marketing content workflows
- Ingredient management
- Stewardship enhancements
- Data quality
- Portal feeds
- Country management
- Cloud deployment

## Solution

To realize the strategic goal of creating and managing effective global product content, the company selected the EnterWorks Product Information Management (PIM) and Master Data Management (MDM) solution.

EnterWorks provides a 360-degree solution for the onboarding, cleansing, synchronization, and publication of product data. Its tight integration with advanced e-commerce systems, back-end systems, GDSN, and other syndication networks ensures a flawless transition from back-end to front-end.

The beauty company deployed the EnterWorks platform with business-specific workflows to improve processes and automate publishing to consuming applications. Legacy application enablement, consolidation, and elimination of duplicate processes were made possible through EnterWorks Workflow implementation.

## Solution Highlights

### Automated Workflow

EnterWorks provides tools to easily automate processes for assigning responsibilities and completing tasks throughout the content management life cycle. This helps organizations bring products to market faster, publish catalogs more efficiently, reduce errors, easily collaborate with vendors, and keep ecommerce sites dynamically up to date.

### Globalization

EnterWorks Globalization capabilities help businesses produce consistent product content in multiple languages, create regional catalogs and product labeling, offer a localized user interface, and more. EnterWorks supports multi-lingual, multi-country, and multi-cultural content, and automatically generates localized output files and publications.



## Why EnterWorks?

EnterWorks is the most powerful Multi-Domain Master Data Management (MDM) and Product Information Management (PIM) solution on the market today, providing the single view that enterprises need to acquire, manage, synchronize and syndicate all their data, product information, in order to create compelling experiences for multiple customer classes.

Integrated, best-in-class tools—including Sales Portal, Publishing with Adobe® InDesign, Automated Workflow Engine, Syndication, and Digital Asset Management (DAM).

EnterWorks is backed by a team of industry experts providing unparalleled support and innovation such as cloud deployment. As a market innovator, EnterWorks is also leading the way in emerging technology enablement for artificial intelligence (AI), augmented reality, machine learning, and more.

## Enable Multi-Domain MDM/PIM

