

Case Study:**Major nutrition manufacturer delivers the power of health with EnterWorks PIM**

Read how a leading nutrition manufacturer leverages EnterWorks PIM to meet regulations, improve the customer experience, and achieve a single source of truth for product information.

Introduction

Manufacturers of nutrition and consumer packaged goods (CPG) products face an increasingly complex business environment. They are constantly pressed to find new ways to make operations more efficient and meet evolving regulations, all while improving the customer experience and delivering product transparency. Now, EnterWorks is helping manufacturers strategically leverage product information to drive quality and commerce.

The challenge

Backed by 125 years of developing, producing, and marketing science-based wellness products, this leading nutrition manufacturer offers a wide range of products under 12 brands. Its products include formulas, milks, shakes, bars, and specialty products for infants, toddlers, athletes, fitness enthusiasts, and those with special dietary and health needs.

The company serves over 150 countries and also allows customers to order its products online.

With such a breadth of products, the manufacturer was challenged to store, manage and enrich product information. In fact, the data and information were managed in no less than 10 independent and siloed applications.

The product information in these applications was handkeyed, inconsistent, and error prone. As product information changed in the manufacturer's ERP, the downstream systems were not properly updated. Therefore, catalogs and trading partner syndications were generated from these systems with inaccurate product information.

The solution

The nutrition manufacturer turned to EnterWorks Product Information Management (PIM) and Master Data Management (MDM) solution to centralize the management of product information enterprise-wide. This allows the business to distribute accurate and up-to-date production information in catalogs, on the company's website, and to their trading partners.

**Challenges**

- Inaccurate data impacts the product label process, resulting in significant lost sales and return expenses
- Difficulty supporting channels such as Amazon and Walmart and their ever-changing data requirements
- Inconsistent data leads to possible penalties and low scorecards from trading partners
- Manually correcting data in disconnected systems causes significant loss in productivity, an increase in errors, and delays in new product introductions

Core capabilities for manufacturers

- Master data management
- Product information management
- Vendor portal
- Dynamic data modeling
- Workflow & collaboration
- Syndication & publishing
- Digital asset management

Key solution benefits include:

- A single, centralized source of truth for product information
- Improved data quality and governance
- Workflow automation-based business rules
- Improved customer communication and relationships
- Seamless integration with internal and external systems/processes
- Increased efficiency and productivity in product creation and maintenance
- Syndication capabilities to partners and downstream applications

About EnterWorks

EnterWorks is the most powerful Multi-Domain 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 and product information.

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

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.

Why choose EnterWorks PIM?

- Revolutionary Agile Data Fabric™ Technology weaves together data domains
- Business-friendly platform for high user adoption, no coding required
- Hosted Private Cloud SaaS, Your Private Cloud, On-Premise, or Hybrid
- Perpetual, Term, and SaaS Licenses
- Lowest Total Cost of Ownership
- Fastest Go-Live Times in the Industry

EnterWorks Multi-Domain MDM/PIM

