

Multiple Platforms Assessment



CLIENT BACKGROUND

Large CPG Client
SPIN-OFF from a larger CPG now challenged with multiple platforms, vendors and perceived duplicity



CHALLENGES

Change Management: team members with invaluable tribal knowledge still only familiar with "How we've always done it"
Confusion with the broader ecosystem and where redundancies may exist



SOLUTION

Performed a deeper dive with each vendor
Reviewed current state contractual obligations coupled with future state opportunities from existing and future partners



OUTCOME

Minimized vendor space from 7 to 4 platforms, saving costs dramatically.
Implemented new automated process from Master Data, Label Management Platform, CGI Partner & Creative Partners in workflow to ensure content integrity and version control across shared UPCs