

# 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