



intelliTide

Case Study: Rich Products

**How a major
food products
corporation
implemented an
advanced master
data solution that
they project will
increase sales by
\$12-14 million**



Brand

Rich Products is a global food products corporation serving more than 100 countries through manufacturing and distributing 4,000+ products under numerous brands.

Challenges

Although Rich Products enjoys a worldwide presence, their data management system was outdated, decentralized, difficult to access and stored frequently inaccurate data inconsistently. The company realized that a new solution was needed – implementation of a central data hub that could onboard products and suppliers faster, speeding go-to-market.

Solution

By partnering with IntelliTide to implement the EnterWorks MDM platform, Rich Products installed a customized single platform for their data quality, governance, e-commerce enablement, and supply chain and sales analytics, all in only three months. The solution removed supply-chain roadblocks and accommodated increased traffic.

THE CHALLENGE

Rich Products is a \$3B US-based multinational food products corporation with multiple well-known consumer brands and subsidiaries. From its beginnings in 1945 as the inventor of nondairy whipped topping, the organization has gradually added more and more product categories to its offerings.

Today, the family-owned company is active in manufacturing and distributing delicious desserts, beverages, pizza and baked goods. In total, Rich Products has more than 4,000 products in its inventory, and they stand behind the integrity of each of them. Their foods must not only taste good, they must be stable enough for global transport and ready for fulfillment at all times.

The company's success in product innovation and quality is clearly a matter of record. In an industry as trendy and susceptible to fads as food, Rich Products focuses on assisting customers who are navigating the uncertain market landscape. The company's expertise and experience extends to more 11,000 associates worldwide, ready to delight customers in over 100 nations.

That's a lot of numbers to manage: 75 years in business, presence in more than 100 countries, 11,000 employees and over 4,000 products in every imaginable food category. And there lay the tasty challenge for Rich Products.



Fast-tracking is unusual but hardly impossible for IntelliTide – we got all our cooks in the kitchen, and the project went live a mere three months after implementation.



THE “RECIPE”

Until recently, Rich Product’s master data and digital assets were decentralized globally. Unpredictable access to information was the ingredient creating an off-taste in stakeholders’ mouths.

Not only was their data hard to get to, much of it was inaccurate or inconsistent. These barriers to quick, predictable data access were causing difficulty in onboarding their products and suppliers quickly, resulting in slow go-to-market. To improve their supply chain, a different, centralized approach to data management was needed.

The industry leader approached IntelliTide through our MDM OEM partner, Winshuttle/EnterWorks. Rich Products requested a new solution, or recipe – the rollout of a global data management platform that would provide a central hub for its vast product catalog that spans multiple brands and locations.

What made Rich Products choose IntelliTide over our competitors? Our depth of knowledge and experience in creating customized data management solutions left them hungry for more. We also offer B2B and B2C e-commerce integration experience, which fits their need to integrate with more than 12 e-commerce channels, including the GDSN data pool.

We started cooking up a solution right away, one that would install a single platform for Rich Product’s data quality, governance, e-commerce enablement, and supply chain and sales analytics. The ingredients in our recipe included:

- > A central hub of accurate product information
- > Increased efficiencies in data management
- > Seamless integration of the hub with internal and external systems
- > Improved collaboration within teams
- > Enhanced data quality and data governance
- > Enforced business rules and audited trail of changes
- > A foundation for global rollout across multiple brands

Understandably, Rich Products wanted this major assignment completed as soon as possible, since master data management was mission critical for their continued success. Fast-tracking is unusual but hardly impossible for IntelliTide – we got all our cooks in the kitchen, and the project went live a mere three months after implementation.



THE RESULTS

Once the solution was fully implemented, IntelliTide received highly encouraging feedback from Rich Products:

"IntelliTide has implemented advanced solutions that will increase our sales by \$12-14 million. Many of our smart and capable people will be able to use our new, upgraded technical solution to deliver higher value to our clients and partners.

We've had other consultants who promised they could deliver what we needed, but IntelliTide is the one who's actually delivering our desired results! Their ability to think out of the box empowers us to break through our past limitations by going beyond the four walls of our current systems!

Finally, I especially appreciate their transparency! They won't sugar-coat anything and reveal the true cause of obstacles to getting desired results, even if it challenges our preconceived models."

-MDM Director, Rich Products

The customer saved money with limited downtime, and sales are expected to take an significant upward trajectory. In the world of master data management solutions, that's the equivalent of a server asking guests, "Is everything good?" and getting thumbs up from the entire table.

By providing an effective, centralized, global data hub that removes kinks in the supply chain, improves team communications and clarifies product information, IntelliTide made Rich Products competitive for the next generation of food products. And it was all done ahead of schedule. Today, IntelliTide continues to serve Rich Products with transparency and without empty promises.

With a single point of data access streamlining ordering and distribution end to end, the customer anticipates increased sales of \$12-14 million.

Brand

A global food products corporation serving more than 100 countries through manufacturing and distributing 4,000+ products under numerous brands.

Challenges

Although the customer enjoys a worldwide presence, their data management system was outdated, decentralized, difficult to access and stored frequently inaccurate data inconsistently. This impacted fulfillment to the point that a new solution was needed – implementation of a central data hub that could onboard products and suppliers faster, speeding go-to-market. And it had to be done quickly.

Solution

In three months, we customized and installed a single platform the customer's data quality, governance, e-commerce enablement, and supply chain and sales analytics. We designed the solution to remove supply-chain roadblocks and accommodate increased traffic.



Results

With a single point of data access streamlining ordering and distribution end to end, the customer anticipates increased sales of \$12-14 million.

Productivity has increased, and team communication has gained clarity. Accurate, quick-access product information affords greater order transparency, builds client trust and ensures on-time fulfillment.

Reduced downtime and a clear supply chain has freed customer cash flow, encouraging further development and refinement of its product catalog to meet future client needs.

Get a no-cost, 30-minute consultation
on your data solution.

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