Proactive PIM-Driven Approach & Data Governance

ECOLAB®

$ 14 Billion
In Annual Sales

48,000+
Associates Worldwide

1.3 Million
Locations in 170 Countries

Global Leader
in water, hygiene & energy technologies & services

Estd. 1923

Challenges

- No consolidated view of content
- Lack of support for data stewards
- Difficulty publishing content to downstream systems
- Time-consuming processes delayed product launches
- Lack of communication between teams

The IntelliTide Solution

- Improved business decisions with confidence in validated data
- 68% reduction in data errors
- Over 1,100 new product images added
- Remove 900 GTINs that were old or obsolete
- Over 8,00 new publications and over 4,000 re-publications

Project Scope

Enterprise Workflow Engine | Digital Asset | Management (DAM) | Publishing with Adobe InDesign | Integration with 1WorldSync GDSN data pool and Salesforce | Imports from Informatica, EPIC, and SAP | Advanced Reporting Module