



\$ 30 Billion

In Annual Sales

160+

Countries

6th

Largest Pharma
Company

One

of the largest British
Corporations

**Estd.
2000**

Challenges

- Product information coming from disparate sources with inconsistent formatting
- Hand-keyed, error prone data
- Difficult supporting increasing demands of GDSN and non-GDSN channels
- Process inefficiencies delaying productivity and new product launches

The IntelliTide Solution

- Syndication of product and packaging data to customers via 1WorldSync GDSN connectivity
- Trusted product information with enhanced data quality
- Nutrition & allergens management
- Product creation processes streamlined for a boost in productivity and faster product launches

Project Scope

1WorldSync GDSN Integration | EnterWorks Dynamic Data Model |
Enterprise Workflow Engine | Digital Asset | Management (DAM)

