

# Our love for Data & Food!



**\$ 3.8  
Billion**

In Annual Sales

**10,000+**

Associates Worldwide

**100+**

Countries

**4,000+**

Products

**World's First**

Non-dairy whipped  
topping manufacturer

**Estd.  
1945**

## Challenges

- Data lives is in multiple systems with multiple owners
- No standard data governance process
- Inconsistent and inaccurate product data
- Difficulty serving direct & indirect customers with accurate product information

## The IntelliTide Solution

- Central hub of accurate product information
- Increased efficiencies in data management
- Seamless integration with internal and external systems
- Improving collaboration within teams
- Enhancing data quality and data governance
- Enforcement of business rules and audit rail of changes
- Foundation for global roll-out across multiple brands

## Project Scope

Cloud implementation | Enterprise Workflow Engine | Digital Asset Management (DAM)  
Dynamic Data Model | Integration with 1WorldSync GDSN Data Pool

