

# Centric Software® Solves Portfolio Management Challenge for Global Confectionary Producer

## CUSTOMER

The customer is one of the world's largest manufacturers of branded chocolate and confectionary products, retailing in over 170 countries.

## COMPLEX PRODUCT PORTFOLIOS

The business manages an enormous catalog of confectionary products (consumer units, or CUs) that are aggregated into various assortment and packaging configurations (trade units, or TUs) for different regions, holidays and seasons. For instance, the same basic chocolate assortment could be repackaged for Christmas and Valentine's Day, or a variation might appear in regionally specific packaging.

This company needed a user-friendly and technologically advanced software solution to support product catalog management and the definition of local market commercial offers. The ideal solution would provide a clear picture of existing CUs and TUs across the entire product catalog to more effectively identify winning combinations, eliminate the possibility of duplicating existing TUs, enable regional sales staff to search the global catalog and easily pick local assortments (or 'baskets') and reduce the need for costly new product introductions.

## WHY CENTRIC?

The customer already had several enterprise software systems in place, and needed a solution that could easily integrate with these platforms in order to streamline data transmission and workflows. User satisfaction was a key consideration as up to 600 users across regional sales, portfolio managers, product managers and brand managers would rely on this information.

Centric's Product Catalog module part of the market-leading Centric PLM solution was found to be the perfect fit; this decision was cemented by its high-degree of configurability, user-friendliness and open API connection.

## INTEGRATION, COLLABORATION AND VISIBILITY

Centric's Product Catalog facilitates collaboration between sales, brand managers, regional and central marketing, portfolio management and planning teams by giving users a real-time 'single source of the truth' of all CUs and TUs in order to iterate on popular base products including costing and labeling in local currencies and languages. Users can launch requests for product packaging (TUs) or begin the process of new product introductions directly from Centric, integrating financial, planning, sales and product data from the company's established data management platforms.

Regional teams can now compile local assortment 'baskets' with greater efficiency, confidence and visibility, and the company has gained the ability to plan, optimize and manage complex product portfolios that can be quickly adapted according to the season, region or market demand.

# BUSINESS CASE HIGHLIGHTS

## CUSTOMER

A global leader in branded chocolate and confectionary products, headquartered in Europe.

## CHALLENGES

- Efficiently searching, optimizing and leveraging a vast global product catalog
- Combining existing products into new configurations and packaging for different regions, seasons and holidays
- Reducing product duplication and unnecessary new product introductions
- Empower regional sales staff to easily pick winning local offer combinations from the global catalog

## PROJECT

The customer selected a configurable Product Catalog solution proposed by Centric, based on its suitability for project requirements, user-friendliness, high configurability and ease of integration with other enterprise solutions.

## BENEFITS REALIZED

- **Improved collaboration** between central and regional marketing, portfolio management and planning teams
- **Better visibility** of popular base products and their existing / potential combinations, which reduces duplication and new product introductions
- **Ability to evaluate and approve local offers** with greater efficiency and confidence
- Customer can **manage complex product portfolios from a central hub** and adapt quickly to specific market demands

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