



Kraft Heinz and Stibo Systems: A Recipe for Success

Background

Co-headquartered in Pittsburgh and the Chicago area, with annual revenues over \$29.1bn, The Kraft Heinz Company is the world's fifth largest food and beverage company.

Kraft Heinz has over 200 brands and eight powerhouse brands that contribute to more than \$1 billion each.



INDUSTRY

Food and Beverage Manufacturing

CHALLENGES

- Managing a complex data set of 45+ brands, 22,000 products and 23,000+ food images all coming from five different systems
- Publishing accurate and detailed product and nutrition information to internal business systems and websites where no such ability exists
- Need to support their customers and consumers with accurate and detailed product and nutrition information

BENEFITS

- Strengthened brand protection and integrity
- Ability to expand in the Canadian marketplace
- Improved customer and channel partner service and satisfaction
- Single authoritative view of product and nutrition information, including digital assets
- Configurable and secure platform to manage how product content is managed with their partners with governance and control
- Elimination of management through spreadsheets and loosely integrated applications

SOLUTION

There was a great need for Kraft Heinz to improve its infrastructure that supports, manages and enriches their product and nutrition information.

This initiative spurred the implementation of Stibo Systems' Master Data Management solution, STEP, which allows "Kraft Heinz approved" accurate and detailed information about their products, nutrition information, product images and logos to be available for internal, customer and consumer use.

Challenges

Technology has enhanced the way that Kraft Heinz connects and communicates with their customers and consumers. Requirements for communicating and maintaining that connection have increased dramatically. Engagement is expected across many digital channels so that customers and consumers can access detailed and accurate ingredient and nutrition information about the products that they read online, in stores and on mobile devices.

In the past, food manufacturers could promote their company by using their logo, label and an advertised message. Today, because of the popularity of social media and streaming content, consumers are changing and driving the way companies like Kraft Heinz manufacture and market their food and beverage products.

Kraft Heinz's main challenge was to have a single source of approved product information available internally in their organization, and to provide their customers and consumers access to effective product information. The company realized they had no way to merge their marketing data, digital assets and manufacturing and science nutrition data together in one system in order to achieve these goals. Their current process for collecting, managing and distributing product information was suboptimal, leaving them to deal with an increase in complexity, redundant workstreams, no standards in place and poor output.

Results

Today, Kraft Heinz's customers and consumers gain full access to rich, detailed product and nutrition information that they need to make confident business and purchasing decisions.

Stibo Systems' Master Data Management solution, STEP, has become the repository for Kraft Heinz's authoritative product information. STEP is the product hub that brings their nutrition information, product material and package hierarchy master, product attributes and marketing information all together in a single platform. The information is coupled together with imagery that they receive and is then published to internal business systems and to their own external websites such as www.kraftrecipes.com – the information is associated with their consumer-facing recipes and is displayed in an effective fashion.

For Kraft Heinz's retail customers like Amazon, Walmart, Target and others to sell more effectively, they are also requesting that they, too, have access to this information in order to meet the demands of their shoppers which include comprehensive, trustworthy information regarding the attributes, images and nutrition content for the products in which they shop. STEP solves this problem by publishing e-commerce ready information to their customers and by creating and updating product information to Amazon via an export.

The next step for Kraft Heinz and Stibo Systems is to build additional connections with other retailers and retailers. The transfer of data to support their customer's e-commerce needs is part of the same overall challenge that sending product information to their internal sites is: to build brand equity by providing accurate and up-to-date information about Kraft Heinz's products online.



“Excellent knowledge of Master Data systems, including PIM, and able to amplify the benefits for our company.”

Wayne Phillips | E-commerce Systems Manager | The Kraft Heinz Company

Kraft*Heinz*

About **Stibo Systems**

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what's next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark. For more information, visit www.stibosystems.com