




Transform Your Data for Success in CPG

Drive operational agility, speed to market, decision making and growth with master data management

CPG is changing rapidly

Staying ahead demands a transformative, transparent approach to master data management

Digital is reshaping every aspect of the consumer packaged goods (CPG) space. Rapidly changing customer expectations, competition from private label and digitally native direct-to-consumer (D2C) brands, and innovative technologies are blurring the lines between online and offline channels and experiences.





New digital challenges require new digital thinking

To maintain or sharpen their edge, CPG brands need to aggregate and share data from across a constantly growing array of disparate, disconnected and frequently siloed sources and systems. They also need new approaches to leverage data to take on complex, dynamic business and IT challenges, including:



Decreasing customer loyalty and increasing expectations

Consumers today expect personalized, omnichannel customer experiences (CX). As well as in-depth information and greater data transparency about the products and brands they purchase and what goes into making them. If you don't provide it, another brand will.



Exponential data sprawl, growth and complexity

Multiple upstream/downstream integrations require a solution flexible enough to optimize the value of data across marketing (CRM and marketing automation), performance management (POS and syndicated data) and operations (ERP, inventory and ecommerce).



Operational speed, performance and agility

Succeeding in CPG requires teams to effectively apply technology and insights to constantly and proactively adapt to evolving conditions and needs, drive product innovation, and get the right products to the right place at right price and the right time.

Master data management is critical for CPG

As consumer expectations evolve, traditional brands face an increasingly diverse set of competitors from private label and disruptive, digitally native D2C brands. To stay ahead, it's vital to maximize the value of their data to drive business performance, improve collaboration with their retail customers and win consumer trust and loyalty.

But since product, customer and supplier data are often stored in disparate organizational silos, data is often duplicated, inaccurate or outdated.

In addition to data quality, CPGs also need to develop, manage and provide visibility and transparency into a growing array of product attributes and digital assets to ensure omnichannel success across complex organizational structures and footprints.

Aside from selling across multiple countries, CPGs often produce a variety of regional variants to cater to local markets and tastes; Kellogg's, for example, manufactures in 18 countries and sells in +180.

Distribution across thousands of ecommerce and retail outlets is equally complex, as are ensuring product information and content are accurate in all languages, and meet local food safety and labeling regulations.

Stibo Systems MDM solutions empower CPG manufacturers to win in this dynamic environment, by connecting and bringing together data across the enterprise value chain, producing a single, accurate and unified source of trustworthy data.



Shoppers today demand greater transparency and a closer connection to their food.

81% of shoppers say transparency is important or extremely important to them, now more than ever before¹

Leveraging multidomain MDM to drive success in CPG



Build a foundation of quality trusted data

Brand owners are constantly monitoring, improving and launching new products through traditional and digital channels, which both depend on accessing and sharing consistent, high-quality data. MDM enables them to create and manage a single, enriched version of their product information and content, and a 360° view of their customers and other data to ensure delivery of a superior and more personalized CX.



Deliver operational agility, transparency and growth

MDM helps brands respond to evolving conditions and quickly pivot to act on opportunities across channels by leveraging a single up-to-date version of product data. It also provides the ability to blend that information with other data in a centralized a Digital Business Hub, providing data transparency and insight into things like environmental impact and sustainability, nutritional data and product origin.



Increase speed to market, enhance brand appeal and capture market share

Successfully competing for and appealing to consumers today requires brands quickly onboard accurate, trustworthy data from multiple systems and share it across all channels. Stibo Systems MDM solutions empower brands to drive new product innovation and competitive differentiation, win customer favor and drive growth by getting the right product to the right place at the right time.

Benefits of Stibo Systems Multidomain MDM include:

- **Remove data silos** to create a single, trustworthy view of products, customers and more
- **Eliminate manual data entry errors** and streamline business processes
- **Bring new, innovative products** to market faster
- **Build customer, product and brand loyalty** through engaging, personalized experiences
- **Enable transparency across the supply chain** for product safety and compliance, to share accurate nutritional data, and to address new and emerging consumer interests and needs
- **Unlock insights from multiple data sources** for improved decision making to drive speed and agility
- **Efficiently share/syndicate data** and improve collaboration with key retail and channel partners



Create a single, trustworthy view of products, customers and more

Built on a single seamless platform, Stibo Systems Multidomain MDM is connected, flexible and scalable, making it ideal for serving the strategic and functional needs of the CPG enterprise. It provides a 360° single point of truth for business-critical data across disparate and previously disconnected information systems, sources and domains.

Integrate and drive clarity and insight from data across multiple domains



Dynamic challenges demand agile solutions

CPGs used to rely on Product Information Management (PIM) for their product data requirements. Today they need more. Stibo Systems' integrated, Multidomain MDM approach provides the flexibility and power to meet the evolving needs of this dynamic industry.



Supply chain transparency

Integrate product and supplier data to give consumers insight into where food comes from, sustainability, fair trade, organics and more. This also gives CPGs a 360° view of suppliers, improving efficiency and time to market by consolidating redundant systems and eliminating manual errors, while building out secondary sources for critical ingredients to avoid costly disruptions.



Unique item ID/GS1 alignment

Demand for faster time to market makes CPGs more dependent on exchanging clean, accurate data via GS1 and the GDSN (Global Data Synchronization Network). With MDM, CPGs efficiently connect diverse divisions, brands and locations to retail customers and share and syndicate product information and content, while eliminating inefficient manual connections to aging ERP systems.



Regional regulatory differences

Large CPGs may offer hundreds or thousands of products in 100 or more markets, making accurate product data and labeling critical to meeting evolving regulatory controls. In the EU, this includes country of origin, hazard labeling, cosmetic product claims and more. MDM helps ensure compliance at the product, category and country level, reducing costly errors and ensuring trusted relationships.



Customer success story | Kellogg's

Kellogg's goal is to nourish families, so they can flourish and thrive, but they were challenged in managing the information to help families understand levels of nutrition and allergens in their products.

Challenges

- No single global view of products and brands across all channels and to all customers
- A complex data set of more than 100 brands, 3,500 SKUs and 4,500 consumer recipes that feed more than 400 global websites
- Sharing downstream product data with retail customers and consumers

Solution

Implemented Product MDM to create a single global trusted source for product and nutritional data, recipes, FAQs and promotions



Benefits

- Single version of the truth for all products globally, enabling EU1169 regulatory compliance
- Improved accuracy and validation of product and nutrition information
- Seamless online and offline brand experience
- Faster new product introduction and agility

Drive customer engagement at every level with MDM

As consumers continue to embrace online channels and non-traditional D2C and retail brands, CPGs must adapt to retain their loyalty. This requires delivering a superior experience in a rapidly evolving and highly complex customer data ecosystem.

1 Engage retailers on their terms

A superior customer experience (CX) starts with understanding your retail partners' unique business and technical requirements across divisions, locations and markets. Catering to their needs enables the creation of collaborative value through streamlined processes, optimized shipping, targeted promotions and better overall B2B/direct customer relationships.

2 Engage consumers on their terms, too

Consumers expect more from brands than ever. The more you know about them, the more prepared you are to win their trust. This has CPGs collecting data across an array of touchpoints to fuel a personalized CX. Bringing it together in a centralized place enables them to turn this data into insights that create customer value.

Stibo Systems MDM enables CPGs to win on both fronts by matching and merging data across siloed systems and sources, and validating and enriching it via third-party resources. The result is a single, accurate, up-to-date record for every direct and indirect customer across the CPG ecosystem. In addition to maximizing customer value, the solution enables CPGs to manage governance and minimize risk by ensuring compliance with local data privacy regulations.





MDM drives real results for brands

Examples include:

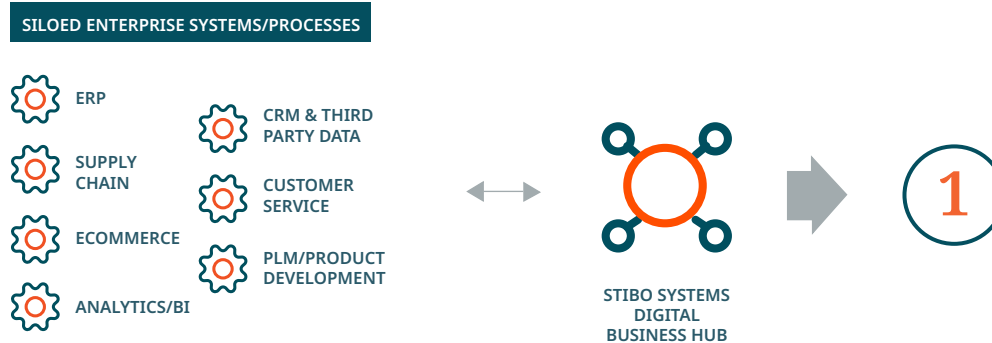
- **80% reduction** in time for product launches
- **Increased details for SKUs** by 83%
- **Increased SKU count** by 37%
- **65% cost savings** in global translations
- **Eliminated thousands** of product data spreadsheets
- **Improved ROI** by enabling speed-to-market for material master onboarding and management
- **Enabled a unified view of customer data** to drive insights and growth opportunities

80% of consumers are more likely to buy brands providing personalized experiences;² MDM empowers brands to deliver them

Enable insight, transparency and growth with an interconnected Digital Business Hub

Drive digital business transformation in CPG by connecting and blending master data with information from external sources and partners, by creating a Multidomain MDM powered Digital Business Hub. Then leverage that data to unlock unique and differentiating insights into emerging consumer needs, drive brand innovation,

and enable personalized and engaging experiences, and to create business and data transparency for compliance with industry standards and privacy regulations. This also provides the ability to share trustworthy data outside of the organization through efficient product data syndication workflows.



Establish a single version of the truth: A Digital Business Hub drives true value by orchestrating processes and data from across siloed systems, and applications delivering governed integration, data transparency, and insight to drive competitive differentiation and decision making.

Drive innovation across the product lifecycle with MDM

Disruption by D2C and private label brands makes creating innovative new CPG products more important than ever. Delivering them requires close collaboration among design, merchandising, product development and marketing teams. Many CPGs have used traditional product lifecycle management to guide this process, yet their potential can be limited since they operate on an isolated basis.

Stibo Systems' unique approach to MDM and product development provides significant ROI by ensuring product data (formulas and recipes, labeling, packaging, specifications, supplier data, compliance and regulation) lives in a single central repository serving all teams and processes.

Challenges faced by CPG brands

- Developing product variants for multiple markets/customers
- Identifying and filling product line gaps
- Adapting and delivering products in new markets
- Inconsistent requirements for artwork for brand/market
- Labeling inconsistency with product formulation
- Assessing impact of changes

How Stibo Systems can help

- End-to-end approach to portfolio management
- Maximize brand value and competitiveness
- Build customer loyalty by offering products with purpose
- Catalyst for innovation in process and data management
- Speed time to market via better collaboration
- Support decision making/growth

Trusted by CPG leaders worldwide

When it comes to driving innovation and value from trusted data, Stibo Systems is the company leading CPG brands have come to trust. In addition to solutions for product, customer, location, supplier and a range of other domains, brands also find value being part of our online customer community where they can enhance their ROI. Leading CPG customers include:



The trusted name in master data management

Trusted data has always been essential to success in CPG, but today, consumer demand for transparency into business practices and data is redefining the concept. Consumers want to know where food came from, what's in it, and about the environmental and corporate social responsibility records of the companies and brands behind it. This includes supply chain visibility and insight into product origin, sustainability, labor practices and human rights, safety and more.

The result is, being a good corporate citizen today requires more than marketing promises. It demands an equally transparent and trustworthy approach to master data management.

Stibo Systems is a proven innovator in multidomain master data management, with deep experience empowering CPG brands to drive success worldwide. Our Digital Business Hub ecosystem enables organizations to gather their most valuable data assets once – from across multiple systems and domains – and distribute them to all users, empowering the delivery of data transparency and providing a single, reliable enterprise-wide version of the truth.

To learn more about our unique approach to leveraging MDM to succeed in CPG, visit stibosystems.com/cpg.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at stibosystems.com.

¹ Food Industry Association/Label Insight, Transparency Trends: Omnichannel Grocery Shopping from the Consumer Perspective, 2020

² Forbes, Why online brands are leaning into hyper-personalization, Nov. 2019