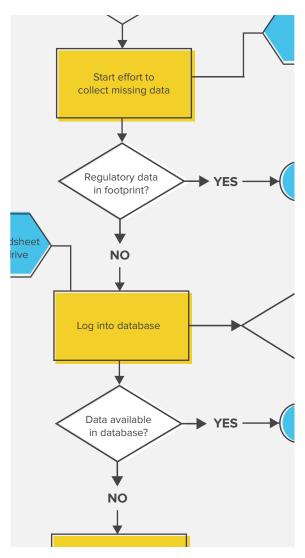**SALSIFY**

Accelerating Time to Market of Health & Beauty Products with Salsify

Time to market for new products - into both wholesale and e-commerce channels - is a key sales driver for manufacturers in the health and beauty space. Here's how one manufacturer was able to reduce the average time by almost five weeks and improve relationships with their retail partners.

Existing, complicated NPDI processes, like the one above, can be streamlined with Salsify.

A large US-based manufacturer of health and beauty products was struggling to keep its distribution channels in sync with new product development. With a large assortment of several thousand products ranging from cleansers to fragrances and cosmetics, introducing a new product - and collecting the information required to sell it - involved collaboration from team members across multiple departments.

Unfortunately, the company's existing systems failed to support this distributed content authoring process. Multiple out-of-sync copies of critical product content were scattered across spreadsheets and images stored in shared network drives, email, and a legacy and inflexible ERP system. **Team members rarely, if ever, had holistic visibility that other departments were waiting on them, resulting in unintentional delays.**

Requests to add new attributes from their retail partners - such as cube dimensions on packaging - took too long to satisfy. Ultimately, retailers complained, since **the time to collect and share a comprehensive view of the product was falling outside their minimum lead time window more than 80% of the time.**
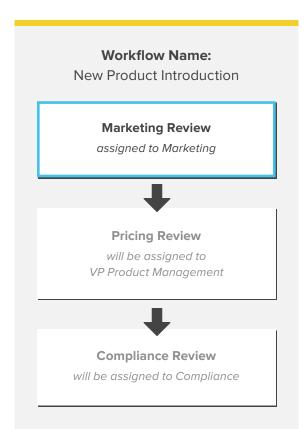
Salsify: Product Content in the Cloud

Frustrated with the impact on sales, the manufacturer surveyed the technology landscape seeking a solution. "We primarily looked at PIM [product information management] systems," said the project manager, "and ideally were looking for a SaaS offering that we could implement quickly." After an evaluation of several alternatives, they elected to subscribe to Salsify, based on the ease of use, quick implementation time frame, and flexible approach to modeling their products and workflow.

Implementation was very straightforward. Most of the products were loaded into Salsify from their existing spreadsheets the same day they signed up. While many products were exposed as missing some of the desired attributes, and many attribute values were exposed as inconsistent across the whole product set, it was easy to see and correct these inconsistencies using Salsify's built-in search and browsing capabilities. Users, groups, and permissions were configured within the first week, along with the initial workflow for new product introduction.

> **"After an evaluation of several alternatives, they elected to subscribe to Salsify, based on the ease of use, quick implementation time frame, and flexible approach to modeling their products and workflow."**

Workflow Name:
New Product Introduction

Marketing Review
assigned to Marketing

↓

Pricing Review
will be assigned to VP Product Management

↓

Compliance Review
will be assigned to Compliance

The final stage was integrating their ERP system, which generated SKU numbers for new products. They were able to leverage Salsify's REST API to simply have their ERP system post the new product number when available, kicking off the appropriate workflows that guided the distributed teams through the content authoring process.

The response from the teams have been positive so far. **"Our goals for this project were to reduce lost annual sales due to delays getting products into our distribution channels by at least $500,000, and cut our product content delivery lead time in half.** Feedback from our retail partners has been that we've unquestionably improved, and we've accelerated the lead time by over 4 weeks."

There are now nearly 20 active users creating and editing content within the system, and over 50 viewers periodically using Salsify to get up-to-date information, product feeds, and images.

What's Next

As a result of the successful implementation and substantial results achieved with Salsify, other departments are taking note of the tremendous value Salsify is bringing to the organization.

A packaging manager is experiencing similar product information management issues - disorganized information, lack of tools, and inefficient collaboration across multiple teams. This has resulted in inconsistent packaging across the product portfolio. The marketing team changing the order of ingredients despite compliance regulations is just one of the many examples that motivated the manager to seek a solution.

Observing the e-commerce department's success with bringing together disparate sources of data and creating a process for content authoring and distribution, the manager sought to extend Salsify's use to the packaging department. The team is currently developing a workflow to manage the 25+ inputs required in the packaging process.

Upon completion, all teams will have a central place to author, review, and approve packaging content. **As the packaging manager expresses succinctly, "we're moving to a place where we're getting things right the first time."**

SALSIFY

To learn more about Salsify, visit www.salsify.com or send an email to info@salsify.com