



AN ENTERWORKS &amp; 1WORLD SYNC CASE STUDY

# Ecolab Launches Global Strategy to Leverage Master Data Management and Deliver Content Quality

Ecolab, the global leader in providing water, hygiene, and energy solutions, needed a single view of accurate and up-to-date product information, along with improved content quality reporting across its enterprise.

## The Challenge

Due to manual processes and siloed systems, Ecolab faced challenges in establishing and maintaining a consolidated view of content across its organization. As a result, the business relied heavily on customer complaints and scorecards to monitor content quality levels. Data stewards became less engaged, focusing only on new product introductions rather than a holistic approach. Adding to the company's challenges were complexities in managing and distributing a breadth of product information.

## The Solution

Ecolab implemented the EnterWorks Enable™ Product Information Management (PIM) solution as the single source of truth across the enterprise. EnterWorks Enable PIM allows Ecolab to consolidate, cleanse, and validate product information, and push it out to various digital channels to help generate revenue, increase efficiencies, ensure maintenance, and simplify new product introductions.

***“We can make large overarching business decisions about our products with confidence in part due to the validations and code sets of 1WorldSync and EnterWorks.”***

*– Regan Van Tassel Global Commercial Solutions Program Manager, Ecolab*

Ecolab supports this centralized view of product content with 1WorldSync Error Reports, which give the company comprehensive insight into the health of its data, as well as target key areas in need of attention or refined processes. Ecolab also reviews its 1WorldSync GDSN Reports each week for new errors. Content Quality Reporting from 1WorldSync provides Ecolab with quarterly updates on the quality of content including attribute insights.

## Conclusion

Ecolab's journey brought the enterprise from reactive responses to a proactive PIM-driven approach with continued Error and Content Quality Reporting from 1WorldSync. The company's global, cross-divisional strategy ensures a comprehensive and ongoing view of product health to assist in leveraging high-quality content for internal and external success.

## Results

- 68% reduction in data errors
- Removed 900 GTINs that were old or obsolete
- Over 1,100 new product images added
- Over 8,000 new publications and over 4,000 re-publications