



A 1WORLD SYNC & CHALLENGE DAIRY CASE STUDY

Challenge Dairy Enables Their Sales Team and Drives Conversion with Digital Catalog

Challenge Dairy, a top dairy foodservice producer and provider in California, needed a dynamic and real-time way to capture and present their product content equipping sales with the ability to showcase their products with the most up-to-date product information including descriptions, ingredients and images.

The Challenge

Challenge Dairy was receiving nutritional facts for many products from different vendors with no uniform formatting. Key attributes were spread out across numerous documents and data could not be readily searched by product descriptions.

Challenge Dairy's Goals:

- A single view of accurate and up-to-date product content across their enterprise.
- To present their product attributes, ingredients and images in a marketable manner.

The Solution: 1WorldSync Digital Catalog

Challenge Dairy enlisted 1WorldSync, the leading provider of trusted content, to mobilize their product content and reach buyers in a new way. They implemented the 1WorldSync Digital Catalog solution to go digital, sell everywhere and deliver content efficiently.

Through the partnership, Challenge Dairy was able to:

- Seamlessly create an online catalog with complete product details for consistent content across trading partners.
- Deliver downloadable selling/spec sheet PDFs and other digital sales aids (eg. iPads/Laptops) to help drive global sales.
- Provide their sales team with easy access to the most up to date product content, including images.
- Visually style their dynamically generated product pages with custom, branded designs and tailored experiences.
- Reduce reliance on email and other means of sharing product content.

"Thanks to 1WorldSync, we now have more confidence in the accuracy and appeal of our product marketing material that will help effectively inform customers of product attributes. Additionally having the ability to personalize which attributes can be included and in what format is unprecedented for us!"

– Kenny Nesmith, District Sales Manager, Challenge Dairy

How Does 1WorldSync Digital Catalog Work?

The 1WorldSync Digital Catalog provides businesses with the ability to mobilize and digitize product content to enable the easy creation of printable HTML PDF documents and other digital sales aids.

Benefits:

- Create an online catalog with complete product details.
- Deliver sell/spec sheet PDFs and other digital sales aids to help drive global sales.
- Drive global sales through eCommerce, global websites and other digital applications.



**Aggregate the
Product Content**



**Publish to generate a
standard or customizable
HTML product page**



**A visual representation of your
product content will be available
to share internally or externally**

Results

The ability to provide and leverage rich, robust product content within product catalogs has allowed for internal and external success at Challenge Dairy. Their Retail and Foodservice Division sales teams (~35 persons) were introduced to the tool. The roll-out has been seamless and the response has been excellent. On an external scale, Challenge Dairy can now effectively pursue sophisticated accounts in their sales efforts.

In the future, Challenge Dairy would like to:

- Implement a one pager with the ability to include the UPC barcode.
- Build “Active Lists” used to organize by product categories.
- Link digital catalog to an online ordering system.

About Challenge Dairy Products, Inc.

Challenge Dairy is a wholly owned subsidiary of California Dairies Inc., the second largest dairy cooperative in the United States. Challenge is a cooperative association responsible for the marketing and distribution of dairy products produced from 400 large family-owned dairies. Through a long-standing history as a manufacturer and distributor, Challenge Dairy Products, Inc. has become proficient in providing product offerings in butter, cheeses, dairy fluids, eggs, salad dressings, desserts, ice cream, mayonnaise, oils and more. For more information, please visit www.challengedairy.com.

About 1WorldSync

1WorldSync™ is the leading provider of product content solutions, enabling more than 25,000 global companies in over 60 countries to share authentic, trusted content with customers and consumers, empowering intelligent choices for purchases, wellness, and lifestyle decisions. Through its technology platform and expert services, 1WorldSync provides solutions that meet the diverse needs of the industry. 1WorldSync is the only product content network provider and GDSN Data Pool to achieve ISO Certification 27001. For more information, please visit www.1worldsync.com