



## PROCTER & GAMBLE

### SAP® CUSTOM DEVELOPMENT PROVIDES LOW RISK FOR CRITICAL SAP SOFTWARE ENHANCEMENTS

Procter & Gamble (P&G), one of the world's leading manufacturers of consumer products, produces and sells more than 300 brands, including well-known names such as Tide, Pampers, Olay, and Pantene. Headquartered in Cincinnati, Ohio, P&G has operations in more than 80 markets and sells in over 160 markets.

#### QUICK FACTS

##### Company

- Name: Procter & Gamble
- Headquarters: Cincinnati, Ohio
- Industry: Consumer products
- Products and services: Personal and beauty, men's grooming and shaving, house and home, health and wellness, baby and family, and pet nutrition and care products and electrical appliances
- Revenue: \$83.5 billion
- Employees: 138,000
- Web site: [www.pg.com](http://www.pg.com)

##### Challenges and Opportunities

- Provide services and solutions that enable the company to operate efficiently around the world, collaborate effectively with business partners, and help employees become more productive
- Enable good customer planning

##### Objectives

- Customize the SAP® Supply Network Collaboration application, to provide additional system logic and user productivity improvements
- Build a system platform that allows visibility and integration of different customer data types (like point-of-sale information, trade inventory, and so on)
- Have better control of trade inventories and joint value creation with customers

##### SAP Solutions and Services

SAP Custom Development services

##### Implementation Highlights

- Completed in only 7 months
- Conducted regular development progress reviews to mock up new screens
- Ensured resources were available to test solution with development team and application consultant, to speed up issue resolution and increase quality

##### Why SAP

- Track record of experience as a collaboration partner with Procter & Gamble
- Knowledge of product and technical needs
- Flexibility of development team
- One source for product development and consulting

##### Benefits

- High-quality development
- No major issues during development testing
- Ease of escalations in case of core product issues
- Good understanding of and quick turn-around on change requests and other issues
- Proactive and creative approach to meet customer requirements

##### Existing Environment

SAP Supply Network Collaboration

“SAP Custom Development provided top-notch expertise and quality of project, from the testing phase to the final phase, and we are extremely happy with the overall results delivered.”

**Pawel Ruzikowski**, Global Customer Service Planning Manager, Procter & Gamble



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