

## SAP Customer Success Story Consumer Products – Nonfood Products



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Warren Kaufman, IT Associate Director of Governance and Project Management,  
Colgate-Palmolive Company

### AT A GLANCE

#### Company

- Name: Colgate-Palmolive Company
- Location: New York
- Industry: Consumer products
- Products/Services: Oral care, personal care, home care, and pet nutrition
- Revenue: US\$11.3 billion
- Employees: 35,800
- Web Site: [www.colgate.com](http://www.colgate.com)

#### Challenges and Opportunities

- Consolidate disparate legacy applications from all shared service organizations (SSOs)
- Standardize change control process
- Enable visibility into the change request process
- Improve reporting capabilities

#### Objectives

- Implement a single, centralized, integrated change control process for all application support
- Enable regulatory compliance
- Develop custom functionality, implement into application, and roll out to all SSOs within 6 months

#### SAP® Solution and Services

- SAP® Solution Manager application management platform
- SAP Services portfolio of service offerings

#### Implementation Highlights

- Enabled electronic signature capability to support corporate governance policies
- Customized reporting and adapted workflow to follow company definitions and organizational structure
- Trained internal team to enable self-sufficiency

#### Why SAP

- In-depth knowledge of software and ability to leverage entire application environment
- Ability to understand and develop appropriate processes quickly
- Expertise and best practices to plan and execute projects based on 30 years of proven performance and results

#### Benefits

- Improved efficiency of change management projects and visibility through automated approval workflows, status reporting, and documentation
- Ensured application reliability and reduced total cost of ownership through a single, integrated change control process
- Supported regulatory compliance
- Enabled redeployment of regional support centers to more value-added initiatives

#### Existing Environment

SAP R/3® software (functionality now found in the mySAP™ ERP application), mySAP Supply Chain Management application, SAP Advanced Planning & Optimization component

#### Third-Party Integration

- Database: Oracle
- Hardware: IBM

## COLGATE-PALMOLIVE

### SAP® Solution Manager Optimizes Change Control Processes and Enables Strategic Deployment of Resources

To be a 200-year-old global supplier of consumer products serving millions of customers in over 200 countries requires ongoing innovation and transformation. Colgate-Palmolive Company – headquartered in New York – has mastered this ability, as evidenced by its position as a market-leading provider of oral care, personal care, home care, and pet nutrition products.

Colgate-Palmolive has achieved its long history of success in part by consistently identifying opportunities for growth. The company's technology platform therefore must be adaptable to change and facilitate new business processes. Colgate-Palmolive has been using SAP® software in this capacity since 1994 and runs 99% of its business processes through the software. When it was time to integrate and centralize IT support as part of an overall global IT initiative, Colgate-Palmolive turned to the SAP Solution Manager application management platform to help them establish an integrated change control process.

### Consolidating Shared Service Organizations

Colgate-Palmolive relies on three shared service organizations (SSOs) that manage a heavy volume of change requests to support IT operations in the Americas, Europe-Africa, and Asia-Pacific. As part of an initiative to optimize IT operations, the company has recently established a global SSO in India to handle day-to-day IT support calls so the three SSOs can focus on more

value-added initiatives. Before the redeployment of capacity could take place, Colgate-Palmolive recognized it would have to standardize its change control process across the entire IT organization and integrate it within a single platform.

“We needed one change control process in one integrated software system,” said Warren Kaufman, IT associate director of governance and project management at Colgate-Palmolive. “Each SSO was working on its own legacy application and change control process. To be successful in migrating support, we needed a single, standardized support process on a single, integrated platform.”

### **Selecting SAP Solution Manager**

Colgate-Palmolive considered other solutions but ultimately opted for SAP Solution Manager and customization services from the SAP Services portfolio of service offerings. “SAP Solution Manager was in line with our strategic direction, and no one knows the tool like the experts from SAP Services,” Kaufman

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explains. “We were one of the pilot customers for the change management functionality, and we had good experiences working with it and SAP Services. They have the best experts for their solutions, so we chose to work with them.”

### **Mastering Change, Meeting Regulations**

As the central application management platform provided by SAP for standard software support, SAP Solution Manager was utilized to activate and customize the change control functionality. Members of the SAP Active Global Support, SAP Consulting, and SAP Custom Development organizations participated in the project. Once the global business process was agreed upon by all the SSOs and global development, the application and process would be piloted in the Asia-Pacific region and, upon success, the application would be implemented globally, with application support being migrated to the India-based global SSO.

“There was some customization performed in regards to workflow, electronic signatures, and regulatory compliance,” says Kaufman. “We also established customized reporting to analyze whether we are achieving our service level agreements, which was also internalized within the application.”

Experts from SAP Services trained the global development team responsible for the application development – who in turn trained the global SSO in India. Following the Colgate-Palmolive support model, the global development team gradually transitioned off the project while the global SSO took on work until the team had full ownership of the entire application, including the successful pilot in Asia-Pacific.

### **Reaping the Rewards**

SAP Solution Manager is enabling Colgate-Palmolive to implement its global IT strategy while ensuring a change control process that keeps its application platform harmonized and transparent – benefits that will have a profound impact on overall business operations. “SAP Solution Manager gives us full visibility into our entire change control process. We now have an integrated process that improves our workflow and enforces regulatory compliance,” Kaufman explains. “One workflow incorporates the entire IT division and documents everything involved in the change request – from service request initiation to requirement gathering, approvals, resource assignment, design and development, testing, documentation, and implementation. We are automatically notified of changes, can track status, and create reports. It has changed the way we communicate and work.”

## **Looking Ahead**

The next step for Colgate-Palmolive will be implementing the change control process into the Americas, Europe-Africa, and global development – all within six months. By having one platform managing the entire day-to-day change control process,

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Colgate-Palmolive can migrate 100% support to its global SSO in India and redeploy its regional SSO teams on global development initiatives and implementations. In keeping with the company’s commitment for ongoing innovation and transformation, Colgate-Palmolive continually evaluates its solution landscape to find opportunities for greater efficiencies and effectiveness.

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