

What's Possible When Your IT Solutions Provider Is a True Business Partner?

Every day, millions of people around the world trust the products from the Colgate-Palmolive Company to care for themselves and the ones they love – their pets, their bodies, and their homes. Evolved from a small soap and candle business more than 200 years ago, the company is recognized as one of the top 100 brands in the world. To stay on top despite growing competition, management wanted to be an early mover on innovations, harnessing them to be more competitive, agile, and responsive to changing customer needs.

To achieve this goal, Colgate management wanted to leverage the research and development investments of a leading technology company – one that would partner with them for the long haul. And in 1994, they chose SAP. Through the years, the two companies have co-innovated many breakthrough, win-win solutions, meeting quarterly to identify intersections between SAP's strategic direction and Colgate's needs in order to prioritize innovation efforts. This partnership has led to the development of solutions such as SAP® Digital Boardroom and a user-friendly, integrated business planning process that spans finance, customer development, and the supply chain – and runs in-memory for real-time insights. With the Colgate and SAP partnership, anything is possible.



“We find the intersection between what’s important to us and to SAP, identify key initiatives, and even co-innovate to make new solutions. Our **partnership with SAP makes us an early mover on innovations that are win-wins for both companies.**”

Mike Crowe, Chief Information Officer, The Colgate-Palmolive Company

The Colgate-Palmolive Company can harness the most innovative SAP® software technologies with confidence for significant competitive advantage. For example, now it has a fast, user-friendly business planning process that engages customers, and executives can instantly analyze the business at any time, inside and outside the boardroom. To enable future innovation and efficiency, Colgate is moving to SAP S/4HANA® and SAP Cloud Platform, which will free up people to explore new opportunities to drive growth and facilitate digital transformation across the enterprise.



Millions
Of customers around
the world



223
Countries in which Colgate-
Palmolive does business



Hundreds
Of brands



Accelerating Innovation Across the Enterprise with SAP® Solutions

The Colgate-Palmolive Company

New York City

www.colgatepalmolive.com

Industry

Consumer products

Products and Services

Oral care, body care, pet care, and home care products

Employees

36,700

Revenue

US\$15 billion

SAP® Solutions

SAP® ERP application, SAP S/4HANA®, SAP Digital Boardroom, and SAP Cloud Platform

In 1995, consumer products giant Colgate-Palmolive chose SAP as its technology innovation partner. Now, the companies work hand in hand, leveraging SAP research and development resources to innovate rapidly, transform operations for greater efficiency, and stay ahead of the pack.

Before: Challenges and Opportunities

- Intensifying global competition
- Need to free up more time and resources to identify – and execute on – new ways to drive growth
- Quest for rapid, cutting-edge, technology-enabled business innovation

Why SAP

- Trusted, industry-leading technology company with the right technology strategy
- Dedication to open platforms, integrated solutions, and user-friendly interfaces
- Willingness to partner closely

After: Value-Driven Results

- All of Colgate revenue managed using integrated SAP solutions
- Successful co-innovation of multiple new solutions that simplify and accelerate business planning, empower executives to analyze the state of the business in real time, and result in new solutions for SAP to bring to market
- Fast path to adopt the latest SAP platforms, including SAP S/4HANA and SAP Cloud Platform, for faster innovation and execution across the enterprise

“We’re excited about SAP’s strategy and how it is extending its capabilities with a development platform that will enable us to drive innovation going forward.”

Mike Crowe, Chief Information Officer, The Colgate-Palmolive Company



User-friendly

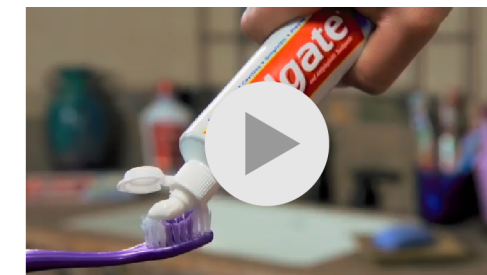
Solutions for rapid, broad adoption of transformative IT solutions

Real-time

Reporting, analysis, and insights across the entire enterprise

100%

Of Colgate revenue managed using integrated SAP solutions



Watch the video to find out more about Colgate-Palmolive and SAP co-innovation projects.



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