How Reynolds New PIM Implementation Cultivated Trust in Data and Decisions

Reynolds PIM Rehaul

Reynolds Consumer Products Company was faced with the challenge of decommissioning an existing Product Information Management (PIM) solution that would no longer be supported.

At the same time, retailer demands for additional pieces of information about their products made it crucial to implement a solution that could easily handle the growing number of attributes required, allowing for both automated and manual data entry.

To accomplish these objectives, Reynolds decided that they needed a new PIM that could:

- replicate the functionality of their existing solution
- provide more robust integration and workflows
- offer improved validations and messaging to streamline troubleshooting
- syndicate data across an increasingly vast omnichannel ecosystem

In order to fully realize the benefits of product content management, Reynolds turned to 1WorldSync and LANSA for a PIM technology solution and implementation expertise.

Getting In-Sync with 1WorldSync

To implement the solution seamlessly, Reynolds enlisted the help of product content experts, the 1WorldSync Professional Services team, whose best-in-class product content management strategy and wealth of expertise would support their vision.

Premium access to 1WorldSync's world-class data pool solution certified for the GS1 Global Data Standardization Network™ (GDSN®) provided Reynolds with a full end-to-end global content aggregation and product distribution solution.

According to Vernetta McDowell, Director of Sales and Operations Planning at Reynolds,

"Recent retailer and e-tailer mandates made the easy aggregation of our data vital to competing in the marketplace, and accomplishing all of this was no easy feat. The 1WorldSync team had answers to each one of our needs and explained how they could be addressed using our existing people, more efficient processes and our new technology investment. The 1WorldSync team were even able to provide insight and recommendations that ultimately made our product data easier to share with our customers."

LANSA Data Sync Direct:
Reynolds PIM Solution of Choice

1WorldSync leveraged their long-standing partnership with LANSA, a leading GDSN Connector solution, providing supply-side connectivity. Both companies have a proven history of working together, since 2001, and have successfully completed many joint customer engagements by simplifying Item Management Processes through thought leadership and technology. LANSA's Data Sync Direct addressed the major requirements on Reynolds' checklist:

- provides a flexible, robust GDSN compliant solution
- supports product content and syndication requirements for all trading partners
- aggregates data from disparate systems
- validates data against GS1 Standards, retailer requirements and Reynolds' validation rules
- provides enhanced communication and streamlined process flow via workflow

PIM Pure-Play

The 1WorldSync/LANSA Data Sync Direct solution was instrumental in terms of a successful global rollout of a highly configurable solution with timely and accurate product information management at Reynolds. The implementation included:

- Expert advice from a team of seasoned professionals in PIM and GDSN
- Continuity in data flow to 1WorldSync and non GDSN recipients from 1WorldSync certified LANSA PIM solution
- Single point of aggregation to store product information from multiple sources
- Ability to add product information not stored in the backend system

Going Live Seamlessly

Reynolds' solution consolidated product information from multiple, disparate sources, offering a "single source of truth" for all product attributes and allowed synchronization of product information to trading partners directly—or via Global Data Synchronization Network (GDSN), whichever situation is needed for a particular trading partner.

// We realized many benefits in working with the 1WorldSync & LANSA teams, including better management of activities via workflow, such as CIC responses from retailers, history and audit logs. //

Vernetta McDowell, Director of Sales and Operations Planning, Reynolds

// Thanks to 1WorldSync and LANSA, there was a significant improvement to our current state, and the capability to distribute non-GDSN product information to a retailer's information portal. //

Vernetta McDowell, Director of Sales and Operations Planning, Reynolds

// 1WorldSync had an excellent understanding of our current pain points. Working with them was actually one of the best project experiences we've had in recent years at Reynolds. //

Vernetta McDowell, Director of Sales and Operations Planning, Reynolds

Reynolds - Enabling Trusted Content Everytime in Every Channel

Product Content aggregation, validation and distribution is an on-going process that encompasses the entire product information management process; from the moment a product attribute is conceived through usage and consumption.

The initial decision of choosing 1WorldSync to manage the engagement ensured Reynolds would benefit from 1WorldSync industry experience and provide a best practice approach to data quality and delivery. Selecting LANSA Data Sync Direct for aggregation, validation and syndication of item data, Reynolds has a solution to address today's requirements and positions them for future change.

About Reynolds

Two of the most trusted household brands, Reynolds® and Hefty®, joined together as Reynolds Consumer Products in 2010. While the establishment of this new company made it official, the truth is that Reynolds® and Hefty® products have been found side-by-side in the kitchens of American families for more than three generations. The creation of both the Reynolds® and Hefty® brands is the direct result of American ingenuity mixed with a bit of elbow grease. Reynolds Wrap® foil was invented after aluminum was no longer needed for military use; and became a new staple for American kitchens. Hefty® waste bags were first developed with excess material from an early plastics innovator, creating another household essential. For more information, please visit http://www.reynoldsconsumerproducts.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 http://www.1worldsync.com

About LANSA

LANSA is a leading provider of business process integration and data synchronization software. LANSA's product suite spans the entire supply chain process with solutions for GDSN participation, Product Information Management and data quality. LANSA is a solution provider for many GS1 Member Organizations worldwide and a leading 1WorldSync solution provider. LANSA is working with market category leaders include COTY, Del Monte Foods, Godiva, Hain Celestial, Hunter Fan and Pernod Ricard. Established in 1987, LANSA supports thousands of companies around the world with its products and services. www.lansa.com/pim

Contact Us

Learn how your company can work with Professional Services for your Product Information Management needs.

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