▮ CASE STUDY

Rubbermaid Commercial Products Transformed Digital Data Across 6K SKUs in 30 Days

Whether it's for on-the-job cleaning, safety, or storage, Rubbermaid Commercial Products® (RCP) is a brand that businesses have trusted for half a century. The iconic wheeled, yellow mop buckets are in airports, shopping centers, and offices around the world.

In January 2018, parent company Newell Brands announced plans to restructure, including a possible divestiture of RCP. To prepare the brand for an independent future, Jim Smith, Senior Marketing Communications Manager at RCP, took a hard look at the brand's tech stack and data information management process. Jim knew if the company wanted to drive future growth they would first need a foundation on which to build a more robust standalone website and power its current global ecommerce footprint.

Top Line Results

Opportunity: Establish an independent technology stack for product data to support digital commerce.

Solution: Implement a single source of truth with Salsify's Product Experience Management platform

Result: Centralize, transform, and activate 25,000 digital assets across 6,000 SKUs in 30 Days.

The Opportunity: Create an Accessible Source of Market-Facing Product Data

Today's business buyers expect the same digital experience with B2B products they get from consumer brands. RCP's brand web site was built in 2006 and lacked the functionality and product information to support the demands of modern commerce: dynamic, navigable, and up-to-date. The brand did not have their entire collection of 6,000 SKUs online. Jim tasked long-term agency partner and digital solutions provider The Scylla Group to develop a custom website in four months. The site needed to showcase the full range of products and drive demand for other retailer channels. Managing that information in an accessible way to display online was the first challenge. "We thought we had a single source of truth, but it turned out we had created more problems," Jim said.

RCP had implemented Newell's preferred technology stack, which included Stibo for Master Data Management, SAP for Enterprise Resource Planning, Scene 7 for web delivery to Content Management System and internal systems for managing assets. None of these systems were working the way the team needed.

Within a month of website project starting, RCP and Scylla learned that Stibo, the main source of product information, would not integrate with their chosen content management system (CMS), Umbraco. In addition, SAP did not hold all the market-facing data needed to present RCP properly across digital channels.

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The lack of integration capabilities was not the only difficult aspect of using Stibo. Internal teams could not easily access data needed to support their job functions.

"We had this system that no one could use because it wasn't a friendly interface for our marketing teams," Jim said. RCP needed a solution that could consolidate the functionality of a PIM and DAM. Other internal teams, like customer service and sales, needed to have access to product information and data from an easy-to-use platform.

Why Stibo Fell Short Compared to Salsify

	Salsify	Stibo
Integrate & Feed Data into chosen content management system, Umbraco	✓	✕
Hold and link to Digital Assets & other market-facing product data	✓	✕
Able to syndicate to other channels & distributors	✓	✕
Business friendly and easy-to-use interface all teams could use	✓	✕

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> **Implementing Stibo was a painful experience for RCP. We couldn't keep digital assets in it, it didn't sync well with SAP, and we had a separate platform for marketing copy. Nothing was in one place.**
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> *Jim Smith, Senior Senior Marketing Communications Manager at Rubbermaid Commercial Products*

Approach: Adopt Product Experience Management for PIM and DAM Capabilities

With none of the current systems meeting RCP's needs, Scylla identified criteria and began the search for a new solution. They needed a system that could pull all RCP product data into one place and could deliver content to their D2C site as well as scale ecommerce activities across distribution channels.

Salsify Replaces Three Systems for Streamlined Product Experiences

Scylla identified Salsify in late May 2018. "Salsify connected PIM and DAM. The notion of product experience management, the ability to hold, transform and syndicate data to power digital experiences was super powerful and made sense," said Sam Ensogna, Chief Digital Officer at Scylla.

Their experience with other enterprise customers highlighted the strengths of using Salsify for RCP, "managing all that data, for the DAM and PIM, and even for the individual data for the product becomes really daunting and can be pretty heavy for a lot of these enterprise businesses," Sam said. "We originally picked three systems, this one system could do what three others were doing better than they could perform their individual functions."

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By mid-June 2018, RCP invested in Salsify as their Product Experience Management platform. Scylla developed a data structure to streamline the scrubbing and migration of content from Stibo to Salsify before feeding it into Umbraco for the market-facing site. RCP's product line had 6,000 SKUs and over 25,000 digital assets including images, documents, and specs across numerous verticals that required cleaning and organization. Scylla assessed which product detail page information would be included: reviewing category lists and verifying they were right, product detail pages included the correct specifications, imagery, and documents.

Results: Established Single Source of Reliable Market-Facing Data in 30 Days

Scylla completed the integration of Salsify within 30 days. For the first time in the brand's history, RCP has a full product assortment -- 6,000 SKUs --on a dynamic, navigable website.

"Within two days we had the product pages up on the prototype," Sam said. "Salsify's DAM is top-notch. We were easily able to automate downloading the digital assets, updating the Umbraco data, and then repopulating the catalog based on updates from Salsify."

RCP's marketing teams could set up to deliver the most accurate product experiences to their direct channels and distribution partners. With reliable market-facing data ready to drive sales, RCP can confidently manage purchase orders, ship products to customers and syndicate reliable product content to distribution partners. In addition to marketing, RCP customer service team also uses Salsify to effectively and efficiently respond to customer inquiries.

"RCP now has a complete system. They now trust their data, because there are no longer disparate systems, and everything is streamlined and connected when changes happen they are rapid with no hoops to jump through," Sam said.

Having a single source of truth has positioned the brand for success in the future. "We do not have to worry about whether our site has the product information needed to meet the demands of modern commerce," said Jim.

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SALSIFY

To learn more about Salsify, visit **www.salsify.com** or send an email to info@salsify.com