

Church & Dwight Co.
Princeton, NJ
www.churchdwight.com

Industry:

Consumer Products

Annual Revenue:

US\$1.7 billion

Employees:

3,700

Oracle Products & Services:

Siebel Consumer Goods

“Based on the Oracle Insight analysis and recommendations, Church & Dwight Co. developed an integrated planning model to achieve success by increasing our operational efficiencies.”

– Deana Sabatino, Vice President
Sales Planning & Development,
Church & Dwight

Church & Dwight Co. Improves Trade Management Processes, Increases Efficiency

Church & Dwight Co., Inc., founded in 1846, is the leading U.S producer of sodium bicarbonate, otherwise known as baking soda, a natural product that cleans and deodorizes. The company’s famous ARM & HAMMER brand is one of the nation’s most trusted trademarks for a broad range of consumer and specialty products developed from bicarbonate. Church & Dwight Co., Inc.’s consumer products also include ARM & HAMMER laundry detergents, Super Scoop cat litter, ARM & HAMMER Dental Care toothpaste, and Trojan brand condoms.

Challenges

- Proactively respond to changing regulatory reporting requirements
- Improve the effectiveness of trade promotion (TPM) expenditures
- Improve the strategic approach to customer planning
- Identify, analyze, and implement a performance based system for measuring and evaluating KPI’s

Oracle Insight Accomplishments & Benefits

- Gained an understanding of key issues and improved opportunities within Church & Dwight’s TPM processes based on Insight’s discovery meetings
- Developed a comprehensive KPI Program for improved trade promotion expenditure, performance management, and operational efficiency
- Established a consistent set of metrics to help track divisions and product categories
- Integrated metrics with business analysis and forecasting processes
- Helped capitalize on the Siebel investment
- Managed the TPM process; improving KPI metric definition and reporting across classes of trade, product categories, and brands