



CUSTOMER SUCCESS PROFILE

Colgate-Palmolive

The number one seller of toothpaste, Colgate-Palmolive is a world leader in oral care products. Colgate-Palmolive also makes personal care products and household cleaners.



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Gary Abernathy
Director of Purchasing Strategy

Worldwide Spend Classification

The procurement team at Colgate-Palmolive built a business warehouse several years ago to capture its spend data throughout the world. It had issues, however, with classifying the indirect spend and needed a vendor to help categorize the data.

Colgate-Palmolive chose Ariba®—because of its proven data enrichment capabilities and global footprint—to classify its worldwide spend. As a result, today the company has a good picture of what it spends around the world by division, by sub, and by cost center and has been very impressed with the various ways in which it can now slice and dice its data.

Global On-the-Ground Capabilities

One of the most important aspects of Colgate-Palmolive’s decision-making process in choosing a vendor to assist with its spend classification was global presence. Not unlike Ariba, Colgate-Palmolive is everywhere—in over 200 countries around the world—and to understand the company’s spend, the procurement team needed people on the ground globally. Ariba was able to successfully accommodate Colgate-Palmolive’s requests with local experts throughout the world.

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Having recently completed the data enrichment project, the procurement team has several major projects underway—one of which represents approximately \$300 million in spend. Colgate-Palmolive's work with Ariba on the data enrichment project was for indirect spend and has given the company visibility that they did not have before.

With approximately 350 people using Ariba QuickSource and another 300 people using the business warehouse, Colgate-Palmolive is now able to push many parts of their spend through the system at any given point in time. To date, Colgate-Palmolive has put ten percent of its global spend through Ariba QuickSource and has achieved average savings of 10 to 12 percent.

Engaging Global Stakeholders

Every division and function within Colgate-Palmolive was surprised to understand what its spend was comprised of for the very first time. The employees found it very eye-opening to understand where their money was going and what they were buying worldwide.

Today, others in various departments are coming to them to use the tool as not only a sourcing tool but also as a business tool.

Abernathy stresses the importance of ensuring that people are engaged throughout the world as one of the most critical aspects to spend management. "Helping stakeholders understand what the benefits are so that you get a speedy, well-defined application when you are done is key," said Abernathy.

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About Colgate-Palmolive

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Ajax, Axion, Soupline, Suavitel and Fab, as well as

Hill's Science Diet and Hill's Prescription Diet pet foods. For more information about Colgate's global business, visit the Company's web site at www.colgate.com.

About Ariba

Ariba, Inc. is the leading provider of spend management solutions to help companies realize rapid and sustainable bottom line results. Successful companies around the world in every industry use Ariba Spend Management software and services. Ariba can be contacted in the U.S. at 1.650.390.1000 or at www.ariba.com.