Diversey, Inc. Unifies Product Development Following Merger and Significantly Reduces Costs

Diversey is a world leader in cleaning and hygiene solutions for business—a position it has attained by acting as a partner to its customers, rather than as a supplier. With sales in more than 175 countries, Diversey serves customers in the lodging, food service, retail, health care, and food and beverage sectors, as well as building service contractors. Diversey is a combination of the former Johnson Wax Professional and DiverseyLever businesses.

Challenges

- Unify product development processes following the acquisition of DiverseyLever for global visibility into product development work
- Eliminate duplicate efforts and increase knowledge sharing between geographically dispersed teams, totaling more than 400 employees in marketing, research and development
- Improve accuracy and quality throughout product development, which can last from six months to more than two years, depending on the cleaning or hygiene product’s complexity

Solution

- Worked with Oracle Partner Kalypso to implement Oracle’s Agile Product Lifecycle Management to unify project and product portfolios and standardize product development processes, resulting in significant cost reductions
- Improved resource allocation by providing global visibility into product development resources and ongoing projects
- Increased accuracy throughout the product development cycle by standardizing workflows and documenting hygiene and cleaning product formulas across regions
- Fostered collaboration with Oracle’s Agile Product Collaboration and reduced duplicate efforts, for example, enabling users to query the database before conducting a test to make sure another user has not already completed that test
- Improved responsiveness for technical lab requests from customers, due in part to streamlined workflows in Agile
- Enabled the company to be more responsive to customer requests for products changes and improvements
- Saved US$3.4 million annually with an expectation to achieve substantially more savings with full deployment of the program
- Supported global rollout of the application, which is currently in progress and will further improve efficiency worldwide