

How Bissell cleaned up its supply chain

As it set its sights on international markets, Bissell needed to clean up its supply chain and accelerate new product development. It turned to Oracle and Deloitte to drive the business forward.

A passion for innovation

Founded more than **140 years** ago, Bissell has been making innovative cleaning products with one goal in mind: **to make the care and cleanup of your pets quick and easy.**

#1 manufacturer of floor care products in North America
More than **8000** floor cleaning products

Family-owned business based in Grand Rapids, Michigan

“By going to cloud, we allowed more global analysis and forecasting.”
- Chris Jackman, Associate Manager of Forecasting, Bissell

Cleaning house

Bissell saw opportunities to grow internationally and via digital channels

- But this meant **more business complexity**
- **More products sourced** from global suppliers
...And **more demanding customers**

To keep growing, Bissell needed:

- **Better forecasting** and product lifecycle management capabilities
- **Better insights** across 8,000 product lines
- **Single source of truth**
- **Enhanced data security**

The problem: Bissell's **planning capabilities** were hampered by **manual systems** and **spreadsheets**

Polishing up the bottom line

After moving to the Oracle cloud, Bissell revved up its **bottom line results** and built a **strong foundation** for **global growth** and **innovation**.

- **Trusted and complete product information** provides accurate forecasts for both big-box retailers and direct-to-consumer channels
- Bissell's power users **no longer wait hours** for business insights
- **Advanced distribution planning** lets Bissell **react quickly to business disruptions**
- **Unified master data management (MDM)** platform ensures consistent, accurate product information across the business, **driving new product innovation**
- **Boosted performance** of apps by **1.5x**

“The MDM tool lets us trust our data and make better decisions.”

- Joe Butts, Associate Director for ERP

Deloitte.

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