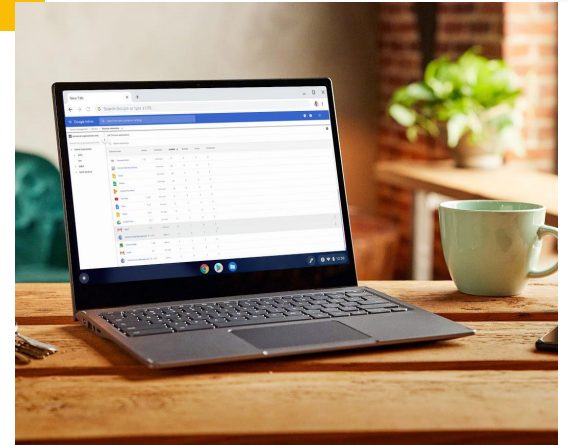


# For tens of thousands of Colgate-Palmolive people worldwide, Chrome Browser is home base for busy workdays



Colgate-Palmolive Company is a caring, innovative growth company reimagining a healthier future for all people, their pets and our planet.

Focused on Oral Care, Personal Care, Home Care and Pet Nutrition and reaching more than 200 countries and territories, Colgate teams are developing and selling product offerings essential to society through brands such as Colgate, Palmolive, Elmex, Meridol, Tom's of Maine, hello, Sorriso, Speed Stick, Softsoap, Irish Spring, Protex, Sanex, Filorga, eltaMD, PCA Skin, Ajax, Axion, Fabuloso, Soupline and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet.

To bring these brands to consumers, more than 30,000 employees in over 70+ countries work together to brainstorm new product ideas and manage manufacturing and logistics. The company's IT leaders are in the midst of a multiyear project to create a collaborative, flexible work culture, using Chrome Enterprise tools. Chrome Browser is at the heart of the plan to run the business in the cloud.

## More collaboration, less IT maintenance

Legacy hardware and software, such as Windows PCs, were workplace staples for Colgate employees around the world. But these high-maintenance on-premise software solutions were slowing down collaboration among the company's offices in over 70 countries, while also adding to IT's workload. In a competitive consumer products marketplace, Colgate wanted workers to have greater speed and flexibility to get products to market faster—as quickly as they could generate new ideas.

Creating an agile, nimble workforce wasn't dependent on one tool, the IT team realized: It demanded a coordinated strategy built around cloud tools, and in particular, the web browser. A task as simple as asking employees to work together on a spreadsheet or presentation simply couldn't be done with legacy software and a flurry of back-and-forth emails, says Jim Arcure, Director of Infrastructure Development for Colgate-Palmolive.



Chrome Browser Cloud Management has become the “common denominator” for managing policies, application use, and devices across Colgate-Palmolive,” Lim says

“Google Workspace on Chrome Browser has improved our ability to collaborate on documents and presentations in so many ways. With features like co-editing and versioning, which are so essential today, we are much more productive,” Arcure says. The need for collaboration drove adoption of Google Workspace company-wide in 2016—a decision that triggered a search for the right browser.



## Policy enforcement, simplified

The choice, explains Roger Lim, the company's IT Manager of Collaboration Infrastructure Development, was to stay with our legacy web browser or shift to Chrome Browser. "Chrome is a natural fit for Google Workspace because of how well the collaboration tools and browser features mesh together. Industry wide, all modern web applications support Chrome to the point where compatibility is no longer a concern," Lim says. "But there was more to our choice of Chrome—it was also about the enterprise management tools that we needed."

The enterprise management tools became more essential as Colgate-Palmolive embarked on a plan to shift from on-premise software to cloud apps—boosting collaboration and reducing IT maintenance. "When we thought about how much time we spent installing, updating, and troubleshooting software—as much as 30 percent of work hours for big upgrades—we knew cloud apps were the way to go," Arcure says. Using Chrome, Colgate-Palmolive workers would have fast and secure access to all the cloud apps they needed to do their jobs.

Since the IT infrastructure team was focused on reducing IT maintenance, enforcing policies was at the top of the to-do list. The old way of deploying and managing policies was time-consuming, Lim says. "We wanted to remove the dependencies that came with using our on-prem desktop and laptop management systems," Lim says. "While we could already enforce policies when users logged in, we wanted a way to manage the browser and policies no matter where the users are or how they were connected. Google's Chrome Browser Cloud Management helped us achieve these goals"

Chrome Browser Cloud Management, "has been huge for us," Lim says. "It's made the browser much easier to manage, as well as extensions, which helps us better serve our users."

Chrome Browser Cloud Management has become the "common denominator" for managing policies, application use, and devices across Colgate-Palmolive, Lim says: "Chrome Browser helps us manage devices across all Chromebooks, PCs, and Macs."



## A deeper view into extensions and browser usage

At any given time, Colgate-Palmolive's IT team is actively reviewing, approving and validating browser extensions. Chrome Enterprise gives us that visibility to understand what's being used across our landscape and capabilities to control what is allowed to run.

"We know that browser extensions can add value to our users," Lim says. "We look forward to further developments within Google Chrome to allow us to leverage even more extensions safely."

In one recent case, one of the company's subsidiaries needed an extension to support a critical application. "We were able to deploy the vetted extension very quickly," Arcure says. "That's something we'd never be able to do with prior tools."

Chrome Browser's automatic patch updates also play a role in improving security. "Feature updates and security patches for our legacy browser and software could take weeks or months to deploy," Arcure says. "But with Chrome, we can always say we're up to date. Updates are basically a non-issue."



## How the browser drives a cloud culture

While Chrome Browser was chosen to ease the way for Colgate-Palmolive's cloud future, it's also now helping accelerate the adoption of cloud apps. "I think it's changed the way we think at Colgate," Arcure says. "Every time we look at buying another application, the first question we now ask is, 'Are you built for Chrome Browser from the get go?' We don't want to deploy desktop software anymore—we want everything to run in Chrome Browser."



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