## LEARN MORE ABOUT GDSN AT:

**• ECR Europe Forum & Marketplace**
3-5 June 2009 – Barcelona
forum.ecrnet.org

**• UConnect 09**
2-5 June 2009 – Orlando
www.uconnectevent.com

# GDSN IN ACTION

## METRO: committed to data synchronisation with GS1 Standards

METRO Group is one of the biggest international retailing companies. Some 300,000 employees from 150 nations are working at over 2,200 outlets in 32 countries in Europe, Africa and Asia.

METRO Group Solutions (MGS), is a division of METRO tasked with optimising the processes of the METRO Group value chain, ensuring efficiency, governance, compliance and security. MGS provides METRO Group with best practice business solutions based on standardised and harmonised processes and applications.

At METRO, all processes for article master data synchronisation are aligned with international standards. Setup and deployment of master data exchange with suppliers is accomplished via web-interface, the SA2 Worldsync Data Pool and GS1 GDSN.

The Group's strategy for master data synchronisation has been designed so that they can improve master data quality, enable new technologies, and improve the information base for their supply chains.

They have clearly seen how correct data quality management can be translated into cost savings, for example thanks to fewer invoice disputes, fewer order defects, and less time spent on error reconciliations

But beyond savings, METRO also knows that correct data quality management can be translated into increased revenues, too; such as those obtained when METRO can reduce product or promotion introduction lead times. The quicker a product gets to the shelf, the quicker it can start generating revenues for manufacturers and retailers alike.

METRO's extensive work with data synchronisation had allowed them to learn many things. Local resources are essential, they've noted: both local management resources and local operational resources. They've seen how important it is to communicate results, especially those linked to predefined measurable targets. METRO has also seen a direct impact of data synchronisation on data quality.

*METRO is strongly committed to GS1 identification and classification standards and the GS1 Global Data Synchronisation Network.*

The Group's strategy for data synchronisation is built upon their commitment to SA2 Worldsync as their global home data pool. They support SA2's entry into new countries, if there is no GDSN-certified local data pool already in that country; and when there is already a GDSN-certified data pool, they expect SA2 Worldsync to set up interoperability with that local data pool. They also ask local METRO representatives to be fully committed to GDSN, for example by participating in local GS1 or ECR Boards and committees.

GDSN has been live at METRO in Germany since 2006, in the UK and Russia since Q3 2008 and in Poland, since the first weeks of 2009. Denmark, Hungary, the Czech Republic and Slovakia are next on the list.

Across the next 18 months, the METRO Group plans to leverage existing interoperabilities and focus on various supplier groups (such as the 1Sync community, the GCI Board member community and the METRO Group ICA Suppliers).

For more information on METRO, visit http://www.metrogroup.de

## P&G Spain: a GDSN success story

P&G and its well-known and diverse portfolio of brands have more than 40 years of presence in Spain. In these 40 years P&G Spain has moved from being a company commercialising only Ariel to being a company commercialising more than 50 brands. In the last 8 years, for example, P&G has gone through several important acquisitions, adding Clairol, Wella and Gillette (among other brands) to its portfolio.

The history of GDSN at P&G Spain does not go back 40 years, but it does go all the way back to 2000, when the company first began work on data alignment. Getting started was tough and their close work with aecocdata (GS1 Spain's Data Pool) was key to allowing them to advance in a market that was far from being standard.

Since the beginning, it has been clear for P&G that data synchronisation brings benefits to all parties involved: GDSN simplifies and optimises the process of communicating master data for new product codes. It ensures consistency of data and eliminates the manual work of preparing and sending product data sheets and entering data into retailer's system.

P&G Spain began by publishing an Excel file into aecocdata via their web service. At that time, everything was managed locally – internally within P&G and with local data pools like aecocdata. As soon as they moved to global systems, like SAP, they started to work with global P&G teams to move to a global data pool: 1SYNC.

At the same time, they centralised some of their Customer Service organisations at regional levels and they started to work in a completely different way. This was no longer just a local business issue but a more complex solution that involved different organisations from different departments and regions. What really helped move things in the right direction was the global vision and focus on GDSN that came from top P&G management. The teams all worked together to achieve their stated objective: "Publication of master data is done automatically to customers with no business disruption due to quality or data availability."

Externally, P&G had to work with the different data pools to make sure interconnectivity was a reality in Spain. They got a lot of support from GS1 Spain, 1SYNC and SA2 Worldsync.

Since November 2007, P&G has been publishing products directly to the 1SYNC data pool at a global level and they are working with their retailers through 1SYNC, aecocdata and SA2. In Spain, P&G is in production and in test with many GDSN players, including Carrefour, ECI, Alcampo, Eroski, Consum, Condis and more.

Of course there is still work to be done: P&G would like to be able to handle promotional products in a better way and also greatly reduce or even eliminate the documents they still exchange

*P&G are absolutely convinced by the benefits of GDSN and are committed to pursuing their efforts.*

with retailers. But they are nevertheless absolutely convinced by the benefits of GDSN and committed to pursuing their efforts. As Jordi Buil, P&G's expert on GDSN in Spain, so often says: "This is a project for a lifetime."

### French retailers unite to promote GDSN

A little more than a year ago, retailers and manufacturers in the French distribution sector officially declared 2008 to be 'The Year of the Electronic Catalogue.'

Auchan, Carrefour, Casino, Cora/Provera, Groupement des Mousquetaires, Match and Système U were among the participants in this event who worked together to send out a clear, strong and unanimous message.

In total, approximately 350 French food and non-food manufacturers attended one or more of the many information sessions that were held in various regions of France across 2008.

Following this year of successful promotion, 2009 will continue to see French distributers working together to further advertise the proper use of product information. For example, at a conference held on March 17, 2009 in Paris, manufacturers presented their personal perspectives on the effective use of product information and the actions needed to take towards insuring data quality.

For more information about data synchronisation in France, contact Benjamin Couty by e-mail at benjamin.couty@gs1fr.org

### Mitre-10 DIY chain in New Zealand "hammers home" data quality

The hardware/do-it-yourself (DIY) sector is a profitable industry in New Zealand, with 5 main players seeing strong profits and annual growth. There are quite a number of "mega stores" with 50,000 SKUs or more. The do-it-yourself attitude is a key element of the average Kiwi's personal identity.

*The Mitre-10 experience has been a catalyst for a new industry grouping focused on GS1 standards*

Beginning in 2004, GS1 New Zealand set out to develop a relationship with this industry. The team there identified the main issues of this sector, which included: poor stock control, poor scan rate at the point of sale, manual systems, poor interoperability, no standardised e-commerce systems and manual collection of master data.

**Mitre-10**, one of New Zealand's most well-known DIY chains, engaged in a complete data quality programme which included GTIN assignment and data quality improvement. Their efforts were quite successful. Indeed, the entire DIY sector in New Zealand is now adopting Mitre-10-inspired data requirements, and suppliers across the industry are joining GS1net, the Australian & NZ data pool; the Mitre 10 experience has been a catalyst for a new industry grouping focused on GS1 standards.

Dr. Peter Stevens, CEO of GS1 New Zealand, is understandably pleased of the collaborative work his teams accomplished with the teams at Mitre-10: "Our efforts have shown that data synchronisation can in fact be done rapidly, and with benefits for both retailer and suppliers."

Learn more about Mitre-10 New Zealand at http://www.mitre10.co.nz/

## NEWS FROM GDSN-CERTIFIED DATA POOLS

### SA2 Worldsync and GS1 Hungary grow global data synchronisation

Global master data exchange using GS1 Standards continues to cross borders: for example, at the initiative of the METRO Group, in late January 2009, SA2 Worldsync successfully established a technical connection with **GS1 Perfect**, the GS1 Hungary data pool. Hungarian suppliers now are able to seamlessly synchronise their master data with any SA2 retailer.

The GDSN deployment programme was subdivided into different stages: after successfully completing the basic interoperability tests as well as a testing with the real data

of some suppliers, an end-to-end test completed the implementation. The technical part of the project builds upon the large experience of SA2 Worldsync in managing similar GDS connections in numerous other countries.

"With completion of the initial project stages, we now have a powerful solution for item synchronisation with our Hungarian suppliers", said **László Csorba**, Supply Chain Manager of METRO Hungary. "It is important to develop and establish standardised item data services within the GDSN

community – both for trade organisations as well as suppliers that have trade relations on an international level."

**Eva Walde**, Customer Care Manager of Groupe SEB Central Europe, confirmed the benefits: "From the view of the Hungarian user community as well as from the view of a multinational organisation like SEB, this project provides real value".

**Krisztina Vatai**, System Manager of GS1 Hungary, noted how the successful GDSN project in Hungary represented another milestone regarding the global collaboration efforts of leading suppliers and retailers. "We are pleased to enable local suppliers to profit from all the economic benefits which the global master data exchange via GDSN offers," she said.

"Within the framework of standard-based item synchronisation it is highly important to make the numerous advantages available to all members of the GDSN community", added **Rolf Stark**, Executive Director of SA2 Worldsync.

For more information about GS1 Hungary or GS1Perfect, its data pool, please visit www.gs1hu.org.
For more information about SA2 Worldsync, please visit http://www.sa2.com.

## Colombian SME finds an ally in CABASnet

Small Colombian enterprise **Don Maíz S.A.** has found an ally in its goals to be competitive in CABASnet, GS1 Colombia's data pool.

GS1 Colombia has generated a model allowing small and medium Colombian enterprises to gain access to the benefits of the GS1 System. Thanks to this, GS1 Colombia is one of the GS1 Member Organisations with the greatest percentage of member companies, as considered proportionally to the size of its economy. Indeed, currently more than 18,500 Colombian companies identify their products or collections documents with GS1 BarCodes.

GS1 Colombia, however, has not limited itself to supporting the use of bar codes, but has also invested money and effort in promoting data synchronisation, which, in a country where 95% of companies are SMEs, means searching for innovative solutions that are within reach of this type of enterprise.

This is how the decision was made to give access to CABASnet's Synchronisation and Sales and Inventory Data suites to all GS1 Colombia member companies, as one of the basic membership benefits offered by this Member Organisation.

Today, 2,477 Colombian companies synchronise commercial and logistics information for their products with their business partners through CABASnet, resulting in a reduction in out-of-stock levels and an increase in complete delivery levels.

Colombian SMEs, furthermore, have the possibility of gaining access to this tool via the Internet, thereby avoiding the need for investment in technology that could delay mass deployment. A company wishing to synchronise information via CABASnet only needs a computer and Internet access.

One of the small companies which has most judiciously approached the challenge of using CABASnet for making the information flow in its logistical processes more efficient is Don Maiz S.A. a corn products company.

*"As soon as we began synchronising data through CABASnet began, we observed immediate results."*
Daniel Robayo, IT manager, Don Maiz

Prior to starting the information synchronisation process through CABASnet, the operational burden at Don Maiz S.A. was negatively affecting other processes.

In processes such as collections, for example, a substantial percentage of time had to be assigned to identifying differences and performing constant requests for supporting information from other departments in other to justify these differences. The situation in the invoicing process was no different because purchase orders and invoices had to be checked individually to identify whether there were differences in pricing necessitating each department's assigning different resources in order to perform error-free work.

**Daniel Robayo**, IT manager for Don Maiz, quickly saw the potential. "As soon as we began synchronising data through CABASnet began, we observed immediate results because the commercial department quickly started cleaning the various portfolios. At the same time, increasingly strict policies and control implementation times were established thereby avoiding the entry of data which had not been previously aligned in the information system."

The process for modification of prices in commercial activities was later implemented through CABASnet. "This generated relief in our database management process," noted Robayo.

Currently, Don Maiz S.A. has developed a culture of discipline and responsibility in respect to information contained in the system. This is the case with service level and efficiency data of each one of the processes – commercial, as well as productive and logistical.

This success story shows how one small company has extracted the maximum benefit from data synchronisation through CABASnet; Don Maiz S.A. has definitely found in it a tool that has supported them in their efforts to be competitive.

For further information, please contact María del Mar Hermida at GS1 Colombia by e-mail at mhermida@gs1co.org

were successfully corrected by the solution prior to that product entering the Global Data Synchronisation Network, while the remaining 40% were found on items that had been previously published in the GDSN.

Errors and inaccuracies that were identified and corrected by the 1SYNC Brand Identity solution during the value study were related to product dimensions (e.g., height, width, depth), net content, and bar codes. The discovery and resolution of these inaccuracies prevented a variety of supply chain issues that can negatively affect logistics, point of sale, purchasing, and invoicing systems and processes.

The Brand Identity Solution is currently available to all 1SYNC community members. 1SYNC has documented and published the results of this value study, highlighting the findings and providing further details on how the 1SYNC Brand Identity solution works. Download it from the 1SYNC website at www.1SYNC.org.

*Over 200 data inaccuracies were caught by the 1SYNC Brand Identity solution.*

## 1SYNC Brand Identity Solution can improve data integrity in supply chains

In 2008, ten 1SYNC community companies came together to participate in a value study to analyse their utilisation of the 1SYNC Brand Identity Solution, which is designed to enable the protection, validation, and ongoing monitoring of Brand Owner-specific attributes throughout an organisation's data synchronisation network.

Companies participating in the study included Associated Grocers Baton Rouge, Daymon Worldwide, Dean Foods, Harris Tea, Knouse Foods Cooperative, Inc., Land O'Lakes, PepsiCo, Topco Associates LLC, Walmart Stores, Inc., and Wegmans Food Markets, Inc.

These organisations found that by using 1SYNC Brand Identity, they were able to:
• Protect product attribute details deemed essential to the authenticity and accuracy of their products and brands
• Improve data quality and standardisation of attribute information
• Reduce inefficiencies related to incorrect attribute data
• Ensure consistency of item data when multiple sources synchronised on the same item

Indeed, over 200 data inaccuracies on brand owner information of the products tested were caught by the 1SYNC Brand Identity solution. Nearly 60% of these inaccuracies

## SA2 and 1SYNC bring GDSN into Russia

SA2 Worldsync, together with 1SYNC, has extended the use of the GDSN to synchronise item data of Kraft Foods, Nestlé, The Procter & Gamble Company and METRO Group in Russia.

Enabling active GDSN connections in Russia is a milestone for the data synchronisation industry, given Russia's dynamic market conditions. As one of the fastest-growing European markets, Russia offers a significant potential for suppliers and retailers to grow across all sectors.

The expansion of SA2 Worldsync not only covers new markets and areas, but also an extended solutions portfolio. Among the new products in the SA2 Worldsync portfolio are solutions for Product Information Management (PIM) and a global Data Integration and Messaging Platform that enables retailers and suppliers to apply extra leverage a newly developed "Portal Technology", which supports all the various types of messaging (XML, EANCOM) required for the exchange of data in day-to-day trading operations.

# UPDATES & NEWS

## Data quality services close to you, from GS1 Member Organisations

Good quality data – when all master data is complete, consistent, accurate, time-stamped and industry standards-based – is foundational to collaborative commerce and global data synchronisation. By improving the quality of data, trading partners reduce costs, improve productivity and accelerate speed to market.

GS1 has 108 Member Organisations around the world (see the complete list with contact details on our website at http://www.gs1.org/contact/worldwide.html) and many of them have specific services and assistance for companies who wish to launch a data quality initiative.

**GS1 France**, for example, has a measurement service called **QualiData**, which can check the accuracy of the data that is communicated between trading partners; as well as **1-hour training program** for operational managers, focused on the main GS1 rules for Data Quality.
For more information, contact Benjamin Couty by e-mail at benjamin.couty@gs1fr.org

**GS1 Mexico** offers all of their member companies the possibility to verify the quality of their data through an **audit process**. This can be followed up by participation in GS1 Mexico's **monitoring programme**, which ensures sustained data quality levels. The team in Mexico also offers classroom and online training on data quality.
For more information, contact Carlos Ramos by e-mail at cramos@gs1mexico.org.mx

**GS1 Netherlands** provides its member companies a **measuring service**, extra **validations** on article data for the Dutch market, a system for **notifications of incomplete data** to be used by Dutch retailers, where GS1 Netherlands acts as a **mediator** between supplier and retailer, and **training courses** on data quality.
For more information, contact Daniëlle Hoekstra by e-mail at danielle.hoekstra@gs1.nl

Every year, **GS1 South Africa** hosts a **Data Quality and Internal Data Alignment Seminar** where all aspects of Data Quality and Internal Data Alignment are highlighted, and specific data quality problems and their possible resolutions are discussed. The South African team also offers **data cleaning and correction** services and assistance, as well as **data loading** services for small to medium enterprises. They also have a **repertoire of DQ accredited companies** that can assist members with data management and Data Quality problems.
For more information, contact Chris Havenga by e-mail at ch@pdcza.org

**GS1 Sweden** offers its members access to Validoo Q-lab for **quality assurance** of trade item information against samples for new lines; both for consumer units and trade units; as well as basic classroom **training** and E-learning.
For more information, contact Mats Wennebo by e-mail at mats.wennebo@gs1.se.

**GS1 UK** has a complete **Data Quality Initiative**, **run** jointly with ECR UK, to review opportunities for quick wins in retail data quality and a complete set of **professional services** including business consulting on data quality and master data management.
For more information, contact Harshal Gore by e-mail at harshal.gore@gs1uk.org

And these are **just a few examples** of the data quality services you could find at your local GS1 Member Organisation.
Contact your GS1 MO to see how they can support your data quality initiatives (http://www.gs1.org/contact/worldwide.php).

> Contact your local GS1 Member Organisation to see how they can support your data quality initiatives

## GPC-UNSPSC mapping tool now live

GS1 has made available a GPC-UNSPSC mapping tool, a powerful web-based engine that allows users to search one classification system and find the equivalent code(s) (if they exist) in the other system.
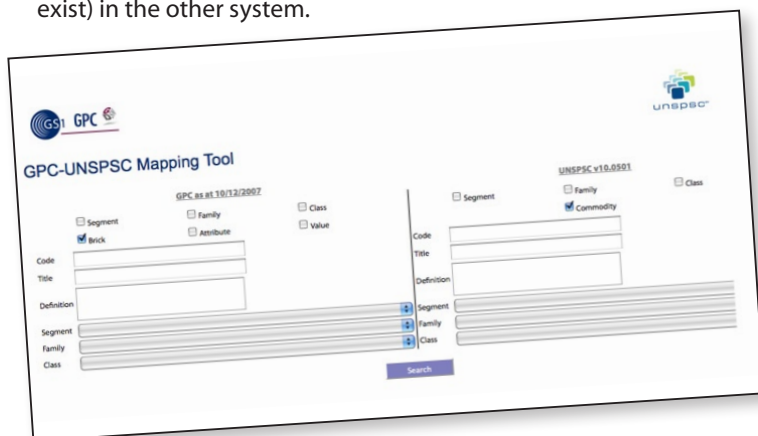


GS1 GPC (Global Product Classification) and UNSPSC® (United Nations Standard Products and Services Code®) are two alternative classification systems:

- **UNSPSC** is a global, multi-sector classification system primarily supporting spend analysis and procurement, owned by the United Nations Development Programme (UNDP) and code-managed by GS1 US.

• **GPC** is also a global, multi-sector classification that provides more granularity providing a generic, global language for category management through modular and contextual categorisation made possible by defining attribute/value levels. GPC is a key enabler of the GDSN.

The **GPC-UNSPSC mapping tool** can be used to determine where data alignment exists between the two classification systems. Users can search at different levels (segment, family, etc.) in one classification system or browse simultaneously in both classification systems.

The current mapping tool is based on GPC as at December 12, 2007 and UNSPSC v. 10.0501. GS1 will keep this tool up to date.

Access the GPC-UNSPSC Mapping Tool at http://www.gs1. org/productssolutions/gdsn/gpc/gpc-unspsc/index.html

## GDSN User Group Meeting in January 2009

In January 2009, the GDSN User Group held its Winter meeting in Plano, Texas, hosted Pepsi at their Plano facility.

Participants discussed "Complex Change Requests" (CCR) supporting the 2009/2010 project prioritisation event, including for example CCRs about:

• Price Looping – Allow price information to loop on the price type segment. Ability to send multiple price values on a single price record

• Preliminary Trade Item Information – Enable users to indicate that the Trade Item information for a new item that is passed to the data recipient is preliminary and will be updated to its final values at a later stage

• TM subdivision – Address issue when Target Market Subdivision Code is populated in one or both of the Catalog Item Subscription (CIS) and Catalog Item Publication (CIP) messages.

Participants also exchanged thoughts on "Hot Topics", a new concept in the GDSN User Group to discuss business and network topics with peers. A person with a 'Hot Topic' submits it for discussion. From the exchanges that then ensue, that person can use the knowledge and experiences of the GDSN User Group community to decide whether the topic in question should be entered as a Complex Change Request or a Simple Change Request.

For example, one "hot topic" at this meeting regarded using GDSN to communicate food service items. A team is working to find a consistent way to transmit food service items via the GDSN by either using a current CR and /or entering additional CRs. Twenty examples of how food service items are send through GDSN have been gathered already, and the team will now get additional input from sectors like healthcare and food distribution and determine next steps.

The GDSN User Group is composed of users from all regions of the globe and all points in the supply chain. Its mission is to identify industry business needs, define high-level business requirements and provide input to the prioritisation of GDSN functionality. To join the GDSN User Group, please contact Alan Hyler by e-mail at ahyler@gs1gdsn.org or visit http:// www.gs1.org/productssolutions/gdsn/user_groups/