Product Information Management & Supply Chain Integration

Global GS1 Healthcare Conference
Amsterdam, 4th to 6th October 2011
Mobile commerce

- Price comparison
- Shop locator
- Recipes
- Manuals
- Accessories

- Allergy information
- Nutritional values
- Promotions
- Origin information

Rapid Growth in Mobile Barcode Scanning

1600% growth in mobile barcode scanning in 2010 (based on Scanbuy reporting)

28% US Smartphones that have scanned a mobile barcode (Compete survey, 4Q10)
What is going on?

• Multi channel marketing
• Electronic (Product) Data Exchange
• Webshops and mobile commerce
• Consumers expect to find good quality product information on the internet

High Data Quality is essential!
Global Data Synchronisation Network

Maturity:
1. Food retail
2. Food service
3. DIY/garden
4. Healthcare
The single source of the truth
Close to our Consumers – Worldwide

SRC-PDM @ Beiersdorf globally
Data Synchronization at Beiersdorf

GDSN enables secure and continuous synchronization of accurate data.

- Reducing costs
- Improving productivity
- Increasing sales
- Providing the essential foundation for trading partner collaboration

Implementation

- Beiersdorf Data Sync Policy published in July 2005
  - Global solution mandatory if data sync requested by retailers; No further extension of local solutions
- 1SYNC Global Contract signed in October 2005
- Pilot FRANCE: Go Live in March 2007 – with 1SYNC Excel Spreadsheet Load Tool
- Beiersdorf signed contract with SRC for PIM software “SRC-PDM” in May 2007
Status Update Countries

Countries live:
- France
- USA
- Australia
- New Zealand
- Netherlands
- Spain
- Switzerland
- Denmark
- Colombia
- Mexico

Countries in progress:
- Finland
- Sweden
- Czech Republic
- Poland
- Belgium
- Germany
- United Kingdom
- Ireland
- Venezuela
Global Data Sync Choreography

Global BDF GLN: 4005800000003

PIM

SAP

SRC-PDM around the Globe at Beiersdorf

Recipients' Data pools

Home Data pool

Global registry

BDF

Beiersdorf

NIVEA

Eucerin

Tabellen

SAP

Lobello

Superiano

Florena

Hansaplast

APEX

FLORENA

EXTREME

84

FOODSTUFFS

INTERMARCHE

Safeway

Ingredients for life

Metro Group

Carrefour

E. Leclerc

Kruidvat
Global approach
GREAT!
LET'S GET IT DONE!

MORE ACCURATE DATA!
MORE SALES... MORE PROFIT!

ACCURATE DATA

PROFIT

SALES