

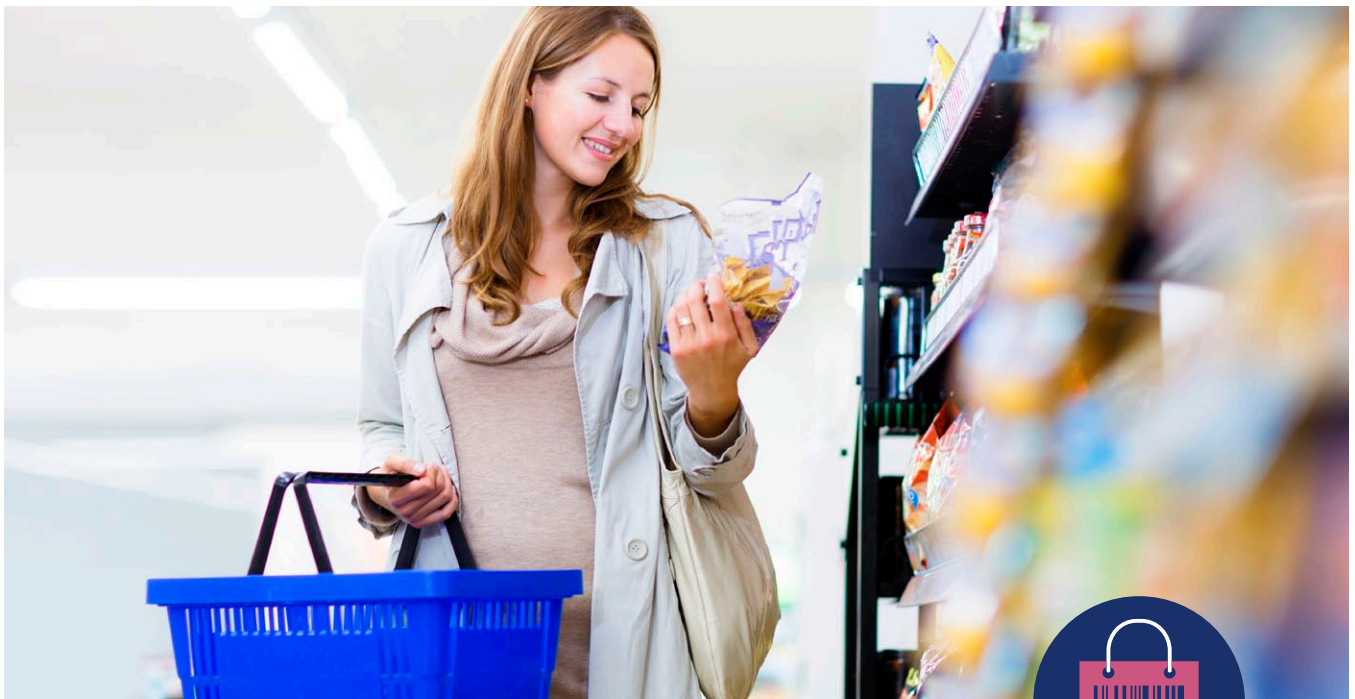


The Global Language of Business

Case study

Massifying data quality benefits in Colombian retail industry

GS1 Colombia leads the initiative to promote data quality which in turn fosters consumer safety



In 2013, **GS1 Colombia** conducted a study to determine the quality of the information received from suppliers. The results showed that 96% of suppliers have inconsistencies in the information reported to retailers and 48% of products have wrong data.

There is now greater focus on data quality and key retailers and suppliers are turning to **GS1 Colombia I LOGYCA** solutions to help them ensuring the accuracy of product information through the **Data Quality National Plan**.

The initiative, supported by key industry players, was launched by **GS1 Colombia I LOGYCA** in 2014 and includes the participation of :



19 retailers



3,423 suppliers



with **129.731** products captured up to date.

THE JOURNEY TOWARDS DATA EXCELLENCE



Barcode
printing verification

Identify:

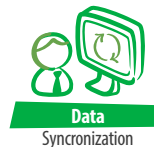
Product identification with GS1 standards system and printing of barcode with due quality parameters.



Data
Quality

Capture:

Data Capture of 62 critical physical attributes such as short and long description, volumetric data, nutritional aspects and images of products and their logistics units, using the Data Quality Framework and local standard committee agreements. The capture process is being executed by service providers previously approved and homologated by **GS1 Colombia**.



Data
Synchronization

Share:

Use of GDSN Certified Data Pool to exchange the captured information for existing products and guarantee quality information during the product introduction.



Certify

Certify:

GS1 Colombia will certify suppliers based on Data Quality Framework so they can synchronize products directly with the data recipients without passing the capture process by a third party.

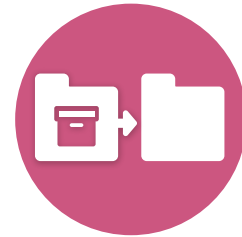
BENEFITS



Increase products visibility



Maintains updated product attributes



Allows sharing of reliable information between business partners



Reduce manual errors at check out



Increases customer service levels and consumer loyalty



Drives customer's shopping experience through omnichannel

THE TEAM BEHIND THE INITIATIVE

GS1 Colombia | LOGYCA is the company in charge of the project management and coordination of the **Data Quality National Plan** and the company **LOGYCA / SERVICES** is currently executing the capture and GDSN Synchronization processes within the plan.

A team of more than 25 people from industry engagement to operations and support staff, have been behind the good results of the initiative and have contributed to the capture and verification of information, from different points in Colombia - especially at the distribution centers of the companies involved.

Suppliers committed to the initiative:



Retailers:



Trade associations:



CUTTING EDGE TECHNOLOGY

To increase productivity and guarantee 100% accuracy, **GS1 Colombia | LOGYCA** has acquired cutting-edge capture technology with a **Cubiscan 125**:



- Designed to work and communicate with inventory control applications (WMS)
- Simplifies the selection of locations for storage, picking, box selection and shipment planning
- Compatible with loading optimization and selection of loading size applications
- Eliminates manual data entry and protects data integrity

The technological equipment also includes an **Alphashot**, a compact photo studio with automatic background removal, able to capture product images and create 360 degree representations.



The most commonly photographed products are shoes, boots, fashion accessories, and home appliances, TVs, up to large bags, half mannequins and small furniture. It is fully integrated with **360° Orbitvu technology**, specifically optimized for e-commerce to ensure trouble-free operation on any computer, mobile device and social networks.



“The Data Quality National Plan will give us the quality required to strengthen the relationship between industry and big retailers.

Grupo Nutresa is taking part in this initiative and we are working to improve our processes to contribute to the Data Quality National Plan goal”.

Hugo Vélez Restrepo

Client Service Lead / IT
Servicios Nutresa S.A.S

“The certification process has allowed Grupo Éxito, and other retailers, to develop a consistent data framework to build product quality information. Now, we are sure that the collected information will provide relevant facts for our logistics, commercial and operational processes”.

Juan Sergei Betancur Betancur

Logistics Infrastructure Analyst
Grupo Éxito

For more information about the **Data Quality National Plan** please contact



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