



Product Information Management & Supply Chain Integration



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





Mobile commerce



- Price comparison
- Shop locator
- Recipes
- Manuals
- Accessoires

- Allergy information
- Nutritional values
- Promotions
- Origin information



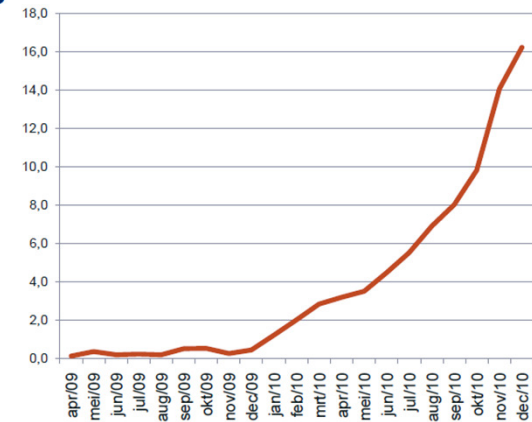
Rapid Growth in Mobile Barcode Scanning

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?

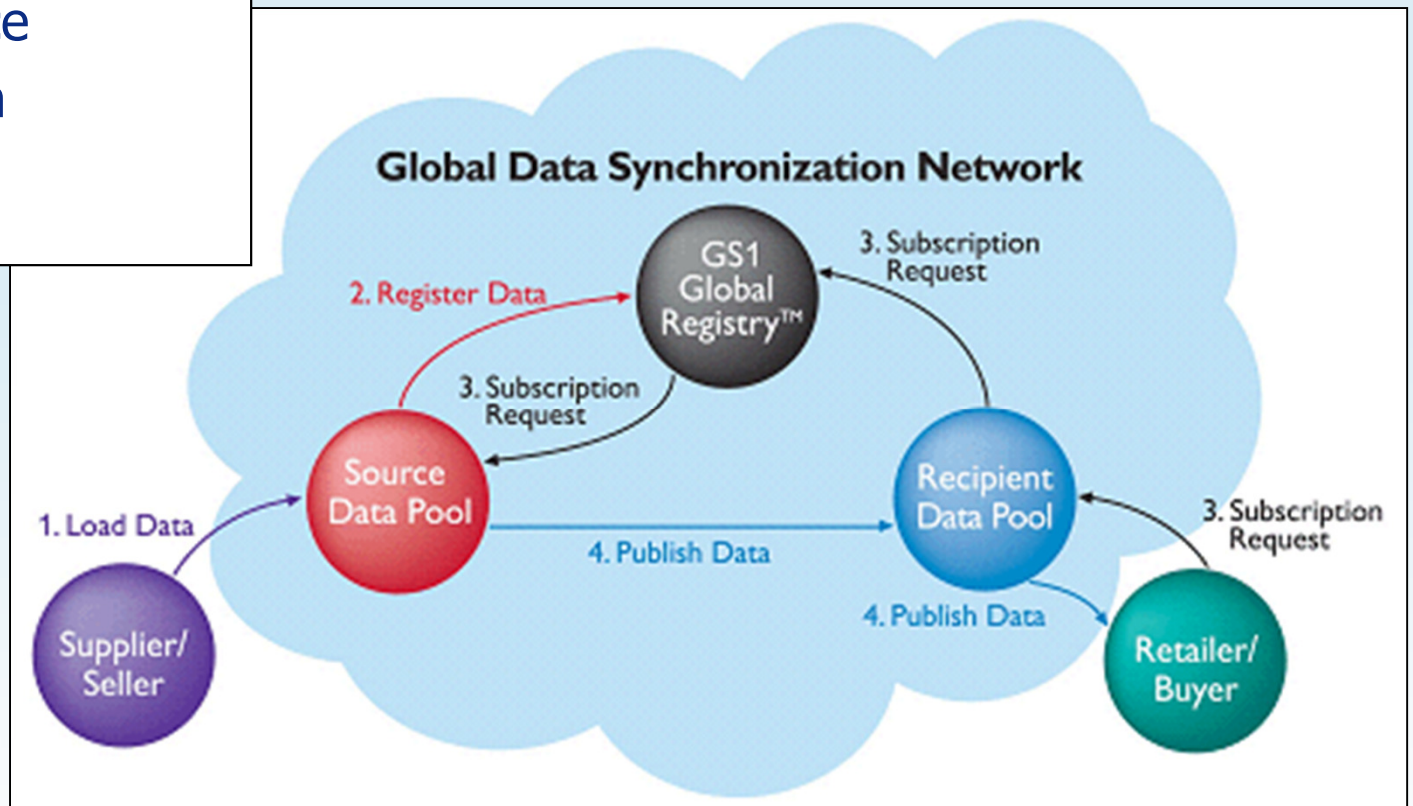
- Multi channel marketing
- Electronic (Product) Data Exchange
- Webshops and mobile commerce
- Consumers expect to find good quality product information on the internet

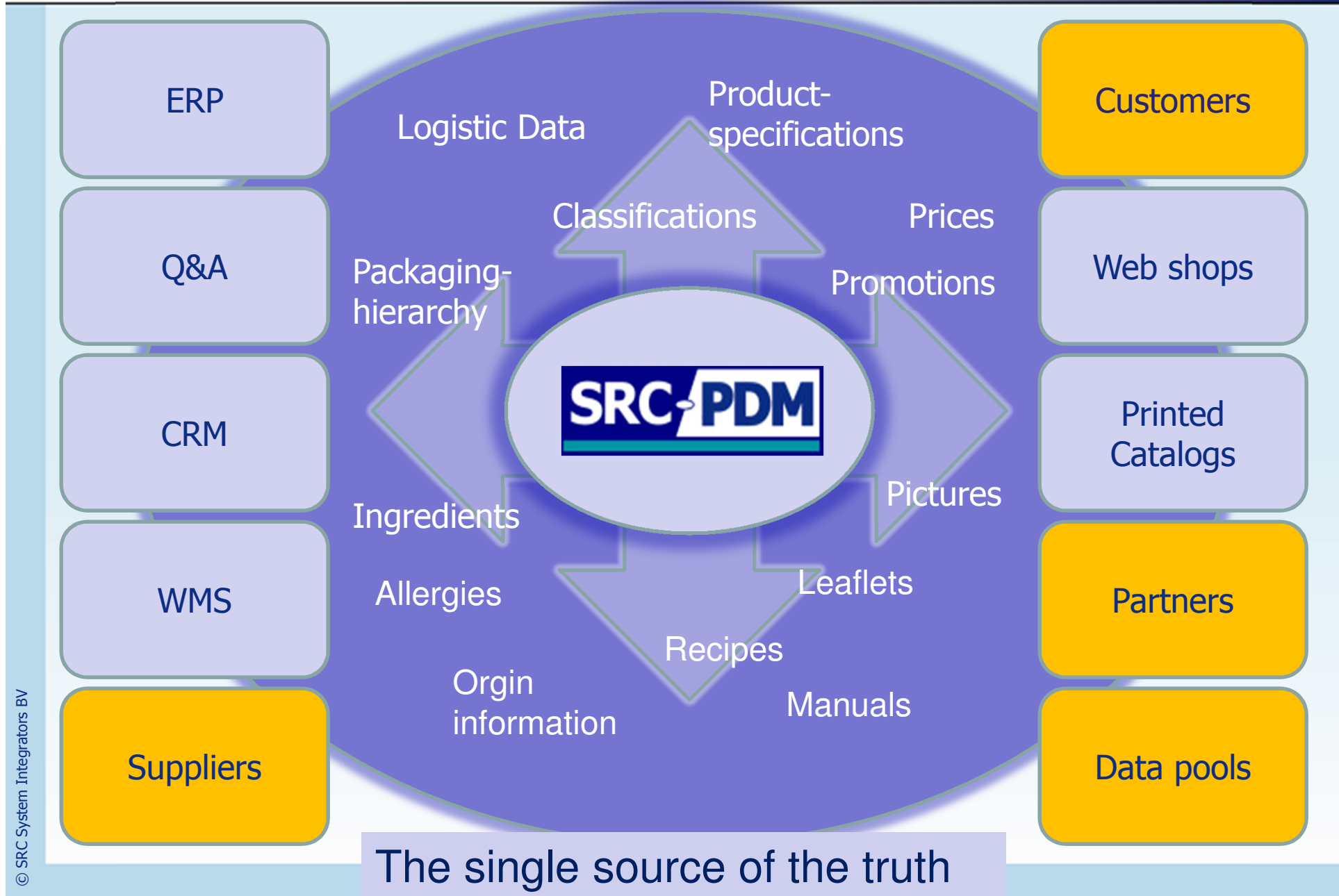
High Data Quality is essential!

Global Data Synchronisation Network

Maturity:

1. Food retail
2. Food service
3. DIY/garden
4. Healthcare







SRC-PDM

BDF ●●●●
Beiersdorf

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





Global Data Sync Choreography

Global BDF GLN:
4005800000003

