

GDSN experiences

Unilever Poland and Baltic countries

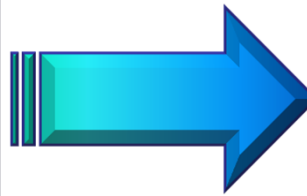


Live Superior Service. Deliver Sustainable, Profitable Growth

Why GDS is Important ?

GDS Provides Capability to:

- Improve the Data Quality through adherence to common industry definition and standard Data validations
- Ensure to deliver on time new product information and future updates
- Reduce Order & Invoice errors
- Rationalise the Data Sharing between all parties and prevent multi data flow and sources of information



**Increase or
maintain
sales
&
Reduce
costs**

Features & Benefits:

- Customers lists products and use this information to automatically drive internal processes.
- Through better data quality, customers order the correct products (and reduces out of stocks).
- Customers have the latest logistical data to enable correct placement in warehouse or on store shelf.
- Improves speed to shelf for new products.
- Cost savings due to reduced errors.
- Enhances our credentials with customers.

What information Unilever is sharing?

Details of our products across all our categories, across markets with participating trading partners.

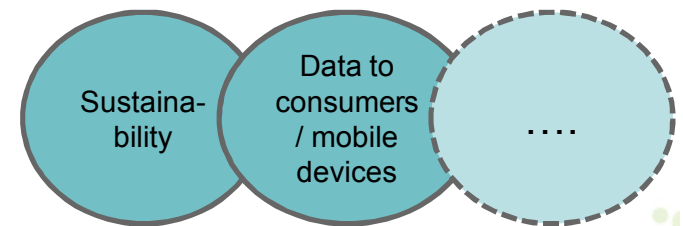


Available today
(Customer focussed)

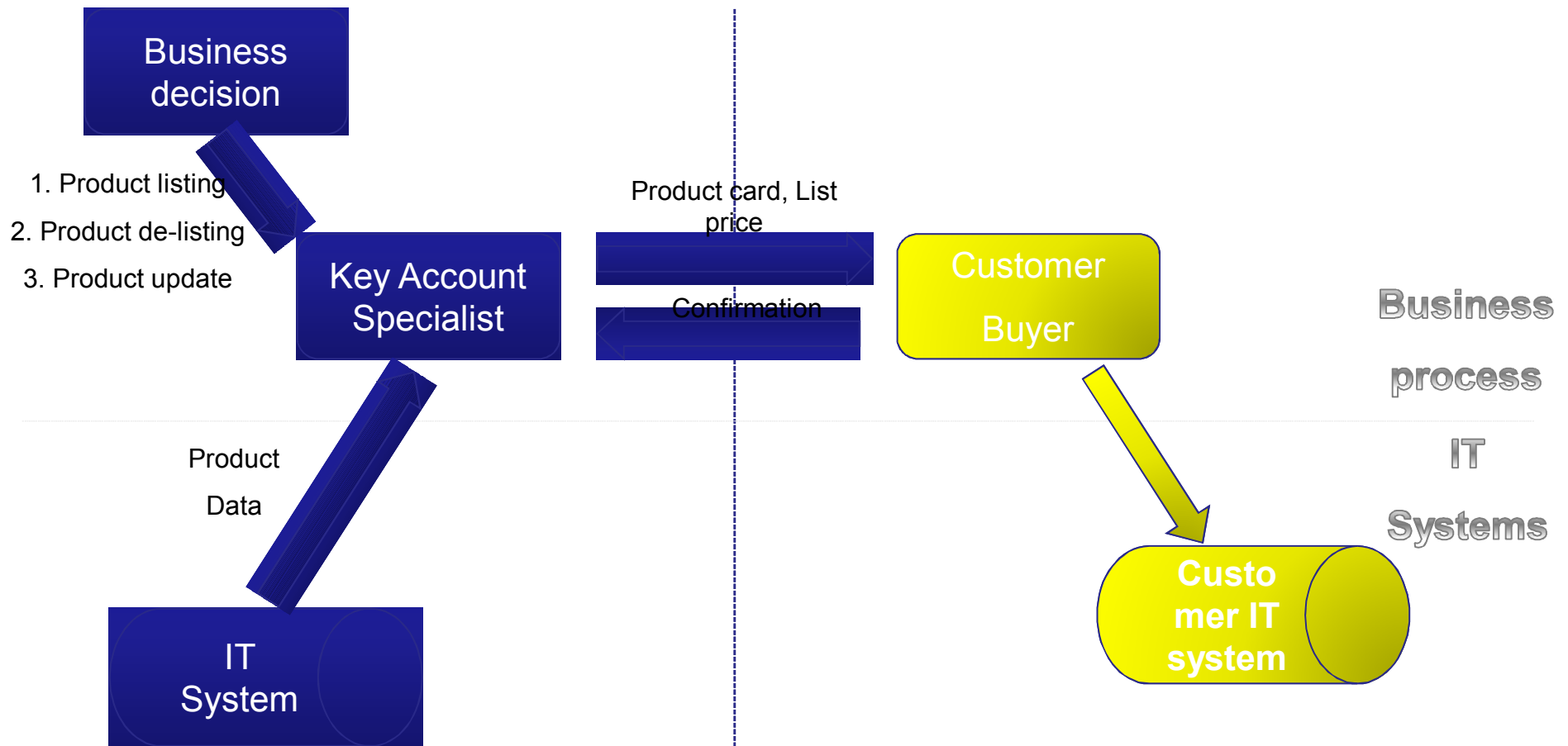


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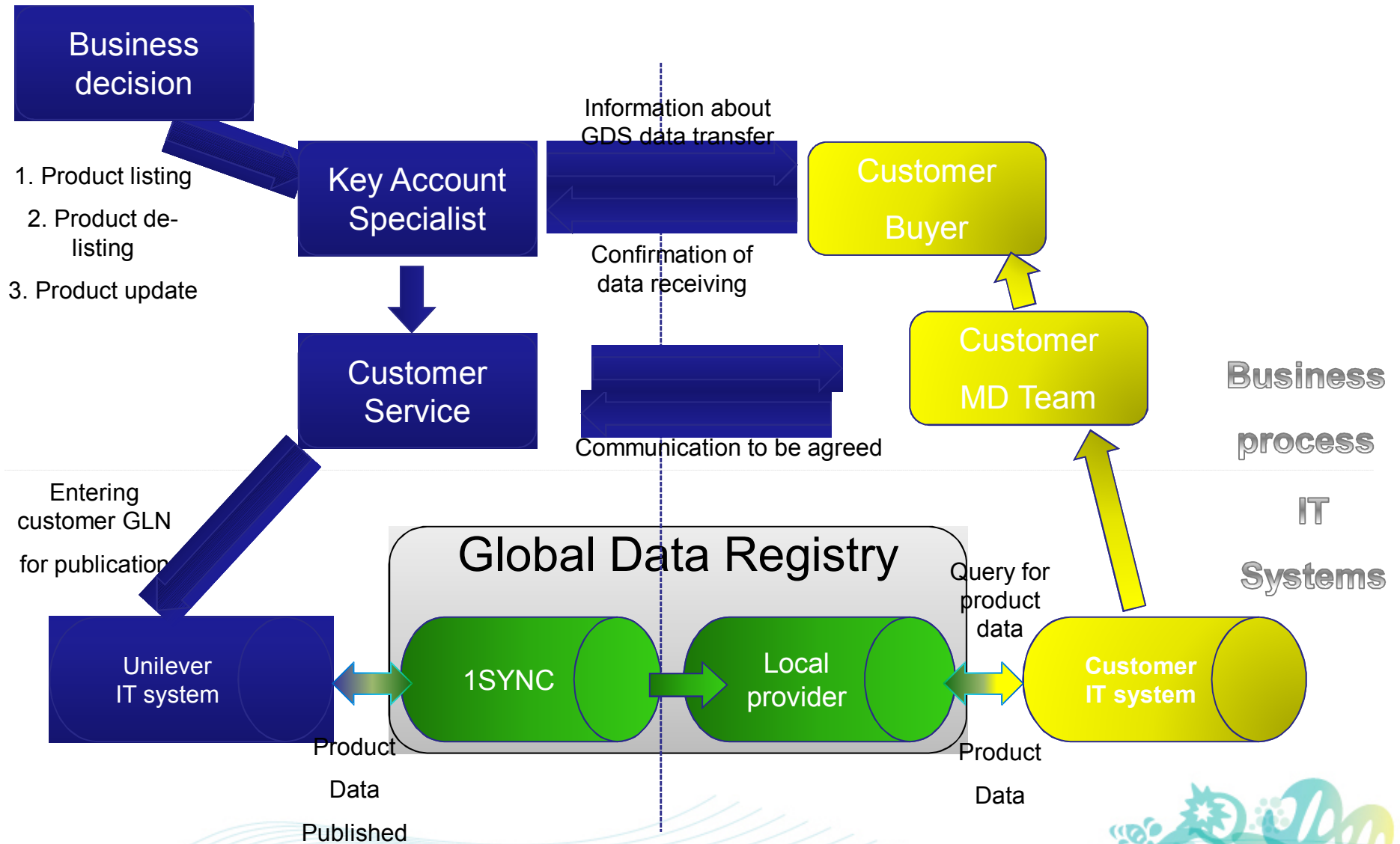
In future
(towards Consumer)



Unilever Poland and Baltic Today - Standard XLS Product Card



Unilever Poland and Baltic In Future – GDSN data flow (example)



GDSN Implementation in Poland – Roles and Responsibilities

ECR:

- Hosting GDSN working group meetings
- Retailers and Supplier requirements collection
- Common product card creation (collecting list of attributes)

GS1:

- Arranging GDSN tests between Retailer and Suppliers
- Tests coordination
- Coordinating actions with SA2 catalogue provider
- Ticket logging to SA2 / 1SYNC in case technical support is required



GDSN Implementation in Poland – Roles and Responsibilities

Topic: The common tests of the GDSN DataPool in Auchan Poland						
Ip.	The subject	Kto	Data	Dead line	Status	Uwagi
1	Establishing of the group of 5 supplier - the participants of Auchan tests	Krzysztof Muszyński	14/02/2012	14/02/2012	done	Jutrzenka, Kamis, CocaCola, Nestle, Unilever
2	First teleconference about the common DataPool tests in Auchan Poland	All	16/02/2012		done	
3	The supplier declarations concerning the number of the position to tests: Jutrzenka - In the measure of the progresses of works near full integration with the DataPool Kamis - the majority from introduced to the productive version (a couple of hundreds) CocaCola - 10 position will be prepared to tests especially Nestle - the preparation of the a dozen or so test positions plus the proposal of the addition of the offer Toruń Pacific Unilever - in the measure of the possibility as the largest group of positions previously prepared for other target market	Suppliers		23/03/2012	ongoing	
4	Decision of the participants of the teleconference 16/02/2012: All information and helpful materials in the optimum execution of the test will be sent out to participants by e-mail	All	16/02/2012		ongoing	
5	To send the suppliers list with personal contacts to Auchan Poland	Krzysztof Muszyński; Renata Kurdziel		22/02/2012	done	
6	To verify the GLN of suppliers - the participants of the tests	Krzysztof Muszyński		24/02/2012	done	
7	To verify the test accounts at SA2/test DataPool	Krzysztof Muszyński		24/02/2012	done	
8	To send more info/documents about CIC messages used in GDSN scenario	Krzysztof Muszyński		2/03/2012	done	
9	To prepare the tips of 1Sync >> SA2 DataPool communication	Krzysztof Muszyński		2/03/2012	done	
10	The next teleconference concerning to the progresses in preparations to the tests	All		9/03/2012	done	
11	Master Data Loading - Individual discussions	Krzysztof Muszyński; Suppliers	12/03/2012	16/03/2012	open	
12	The end of data loading to the GDSN DataPools	Suppliers		23/03/2012	open	
13	The beginning of the tests	All		26/03/2012	open	
14	The end of the tests	All		27/04/2012	open	



GDSN Implementation in Poland – Main Challenges

- Readiness of Retailers and local Suppliers to implement GDSN
- Technical setup in Customer systems
- Transfer of local specific data (local classification)
- Building effective End to End process

