

SA2 Worldsynchron

Solution Overview – Proposal Baltic Market

SA2

WORLD SYNC

Master Data Services for Global Commerce



ECR-Baltic - 26th April 2012 – Master Data Management

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1. SA2 Worldsynchron at a glance

- SA2 Global and Local
- smart Functionalities beyond GDS
- Onboarding Services

2. Trusted Data via SA2 Worldsynchron Quality Management

3. SA2 Helpdesk Services for trading communities

4. Proposed Business Model for Baltic Market

We are ...



Global Company



*Multi-industry
focused*



*Leading solution
provider for Product
and Price Data
Management*



*Technology and service
provider of 26 GS1
organizations and partner
firms*

**More than 7,600
companies worldwide
use the SA2 Worldsynchron
services. ***

* as per Q4 2011

We aim to ...

“... support **local & global companies directly** in driving their business more efficiently through innovative solutions, enabling technologies and customer-oriented services.”

“... support **GS1 member organizations** worldwide as a solution provider with unique services, tailored programs and state-of-the-art technology.”

Experts for the management of ...



Trusted product data

Product data related processes

B2C relevant data

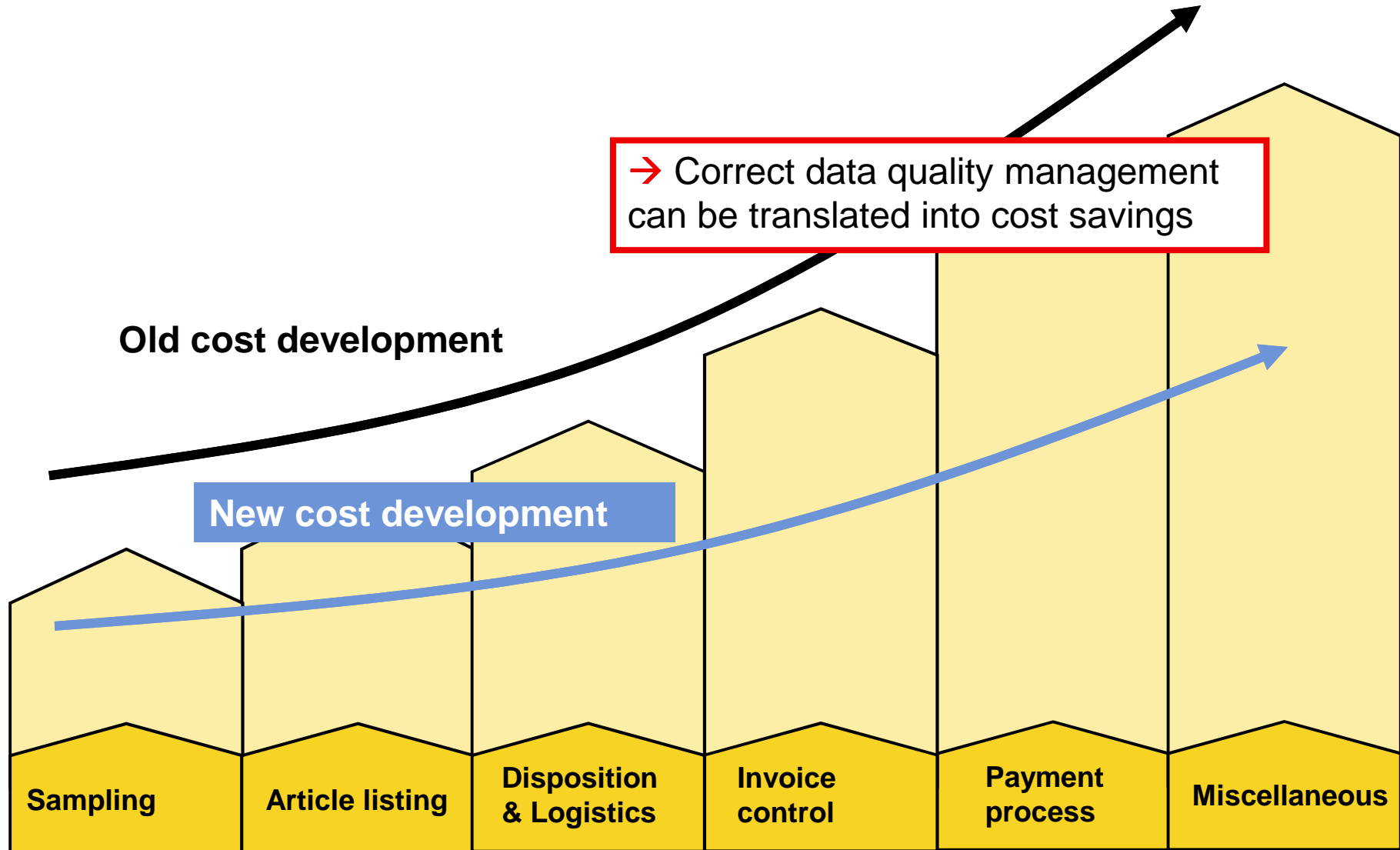
Product Data Management – why?

Some examples:

- Reduce errors in data as **30% of data** in IT-systems is **wrong***
- Prevent invoice deductions – **43% of invoices** result in deductions*
- Decrease failed scans by up to **70,000 per week**
- Improve e-commerce campaigns and webshops as they are based on **accurate** product data, images and videos
- Provide end consumer information on **nutritional facts and allergens**
- Feed Smartphone applications that rely on **trusted data**

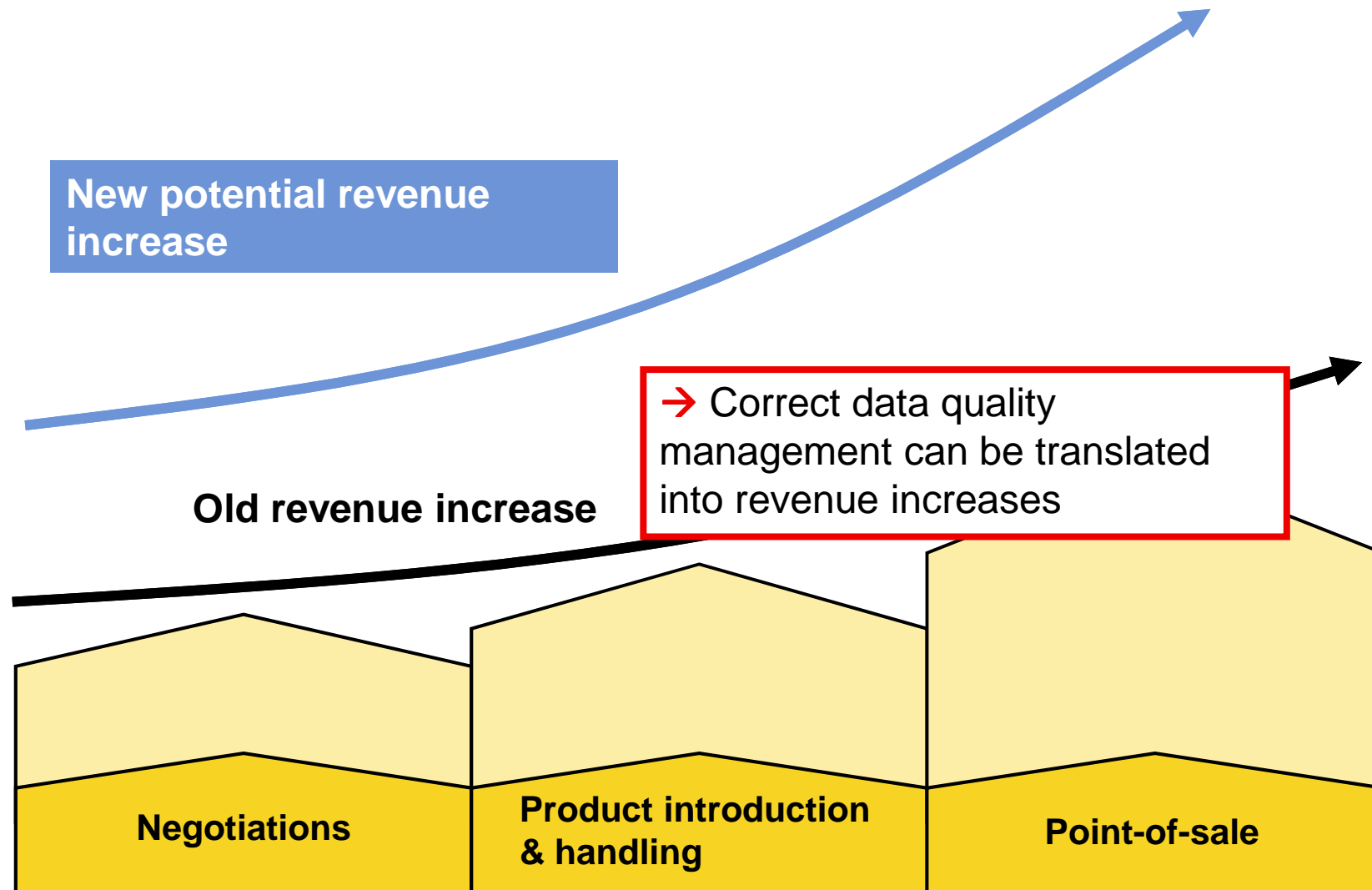
*Source: A.T. Kearney, GMA, AMR

Cost Savings through improved Data Quality



Source: METRO GROUP, 2008

Possible Revenue Increase



Source: METRO GROUP, 2008

Owned by GS1 Germany



SA2 Worldsynchron at a Glance

- Preferred Partner of GS1 MO's



Global Coverage	Countries					
SA2 Worldsynchron Offices	Germany	Japan	Poland	Russia	UK	USA
GDS Deployment Partners	Australia	Czech Republic	India	Luxembourg	Slovenia	UK
	Belgium	Denmark	Ireland	New Zealand	Spain	
	Chile	Finland	Italy	Romania	Thailand	
Direct customers or via GDSN	Austria	France	Hungary	South Korea	Switzerland	Vietnam
	Croatia	Greece	Netherlands	Sweden	Ukraine	

Customer References

Retail



Healthcare



More than 7,600
companies worldwide
use the SA2 WorldsSync
services. *

Consumer Electronics



DIYGA

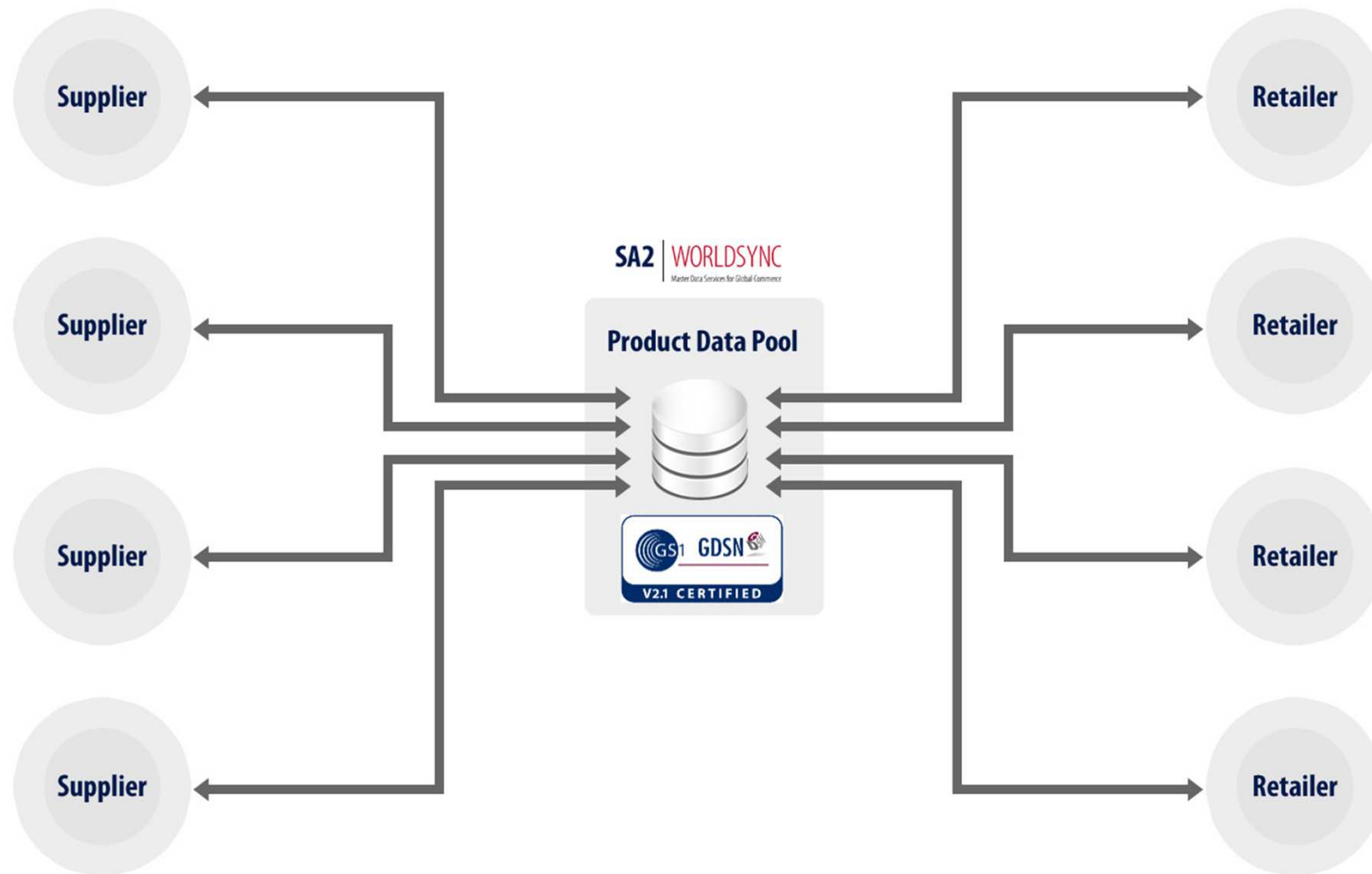


Others

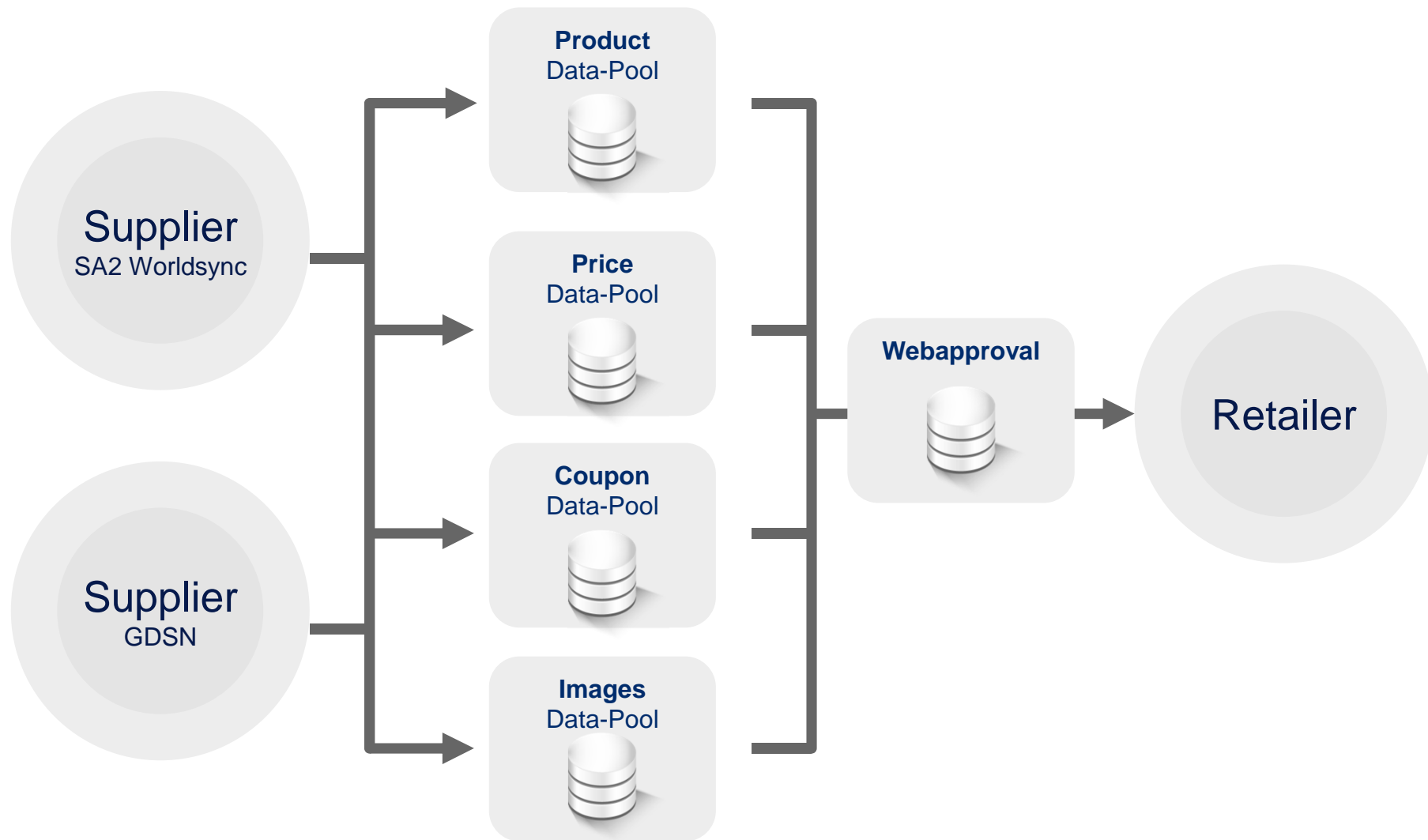


* As per Q4 2011

Global Data Synchronization (GDS)

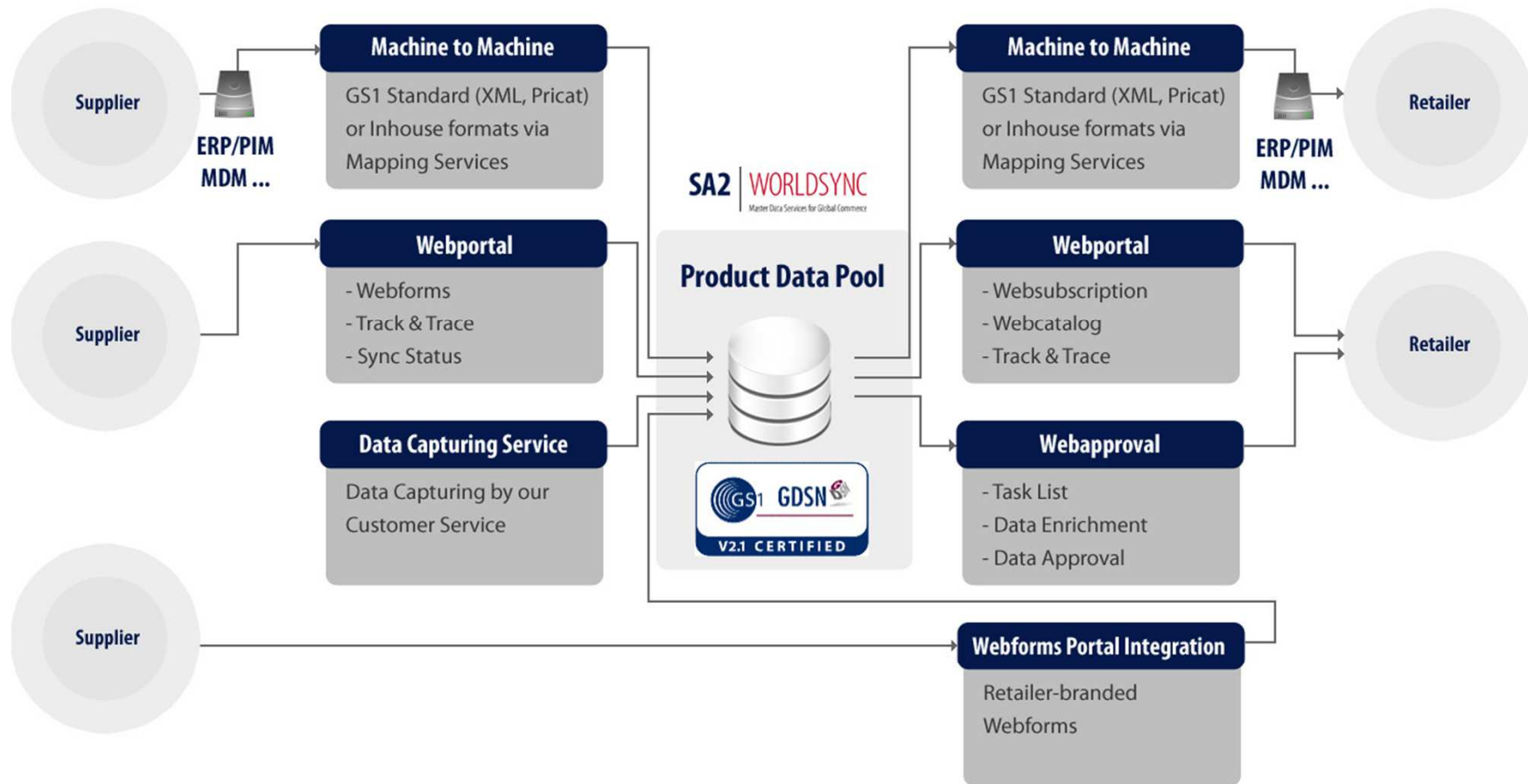


SA2 Worldsync Solutions Suite



- **SA2 Worldsync connects** your trading community **with 16.000 suppliers & retailers** worldwide via GDSN
- **SA2 Worldsync local services** ensures that local business needs are covered within all SA2 Worldsync services
 - Example: Local product & tax classifications are integrated into SA2 Worldsync as a normal attribute set
 - e.g. Russian OKP
 - e.g. Poland PKWIU
- **Local business needs of all Baltic Nations** will be implemented smoothly in SA2 Worldsync systems and can be used by every SA2 Worldsync customer in any country

Product Datapool Solution Suite



Data Capturing

Mapping Services

Onboarding

Operating & Service Desk

Consultancy & Implementations Support

Unique Functionalities beyond GDS

- SA2 Worldsinc Webportal



Welcome to SA2 Worldsinc

SA2 Worldsinc is a cross-sectional and global portal for item master data synchronization (catalogues). Based on internationally standardised contents process rules and functions it provides multilateral master data alignment between manufacturers and retailers.



WebCatalog

Search for trade items in the SA2 Worldsinc master data pool using different criteria. Print the trade item record or export the data.



WebForms

Enter and edit trade item master data to make it available to other participants.



Track & Trace

Search for and view GDSN messages.



Syncstatus application

Search for Synclist data and the status of the trade item.



Reporting

Statistics and reports about all trade items data stored in the SA2 Worldsinc data pool.



WebSubscription

Create subscriptions to decide which item master data is regularly transmitted to you in a subscription.



WebAdmin

Manage your account.

Unique Functionalities beyond GDS

- Syncstatus visualization

Search

Versions Released trade items

Search 0541* [Advanced search](#)

Search

<< < **1-10** 11-14 > >>

14Hits

☐ All

Item Confirmation	Global Trade Item Number (GTIN)	Trade Item Unit Descriptor	Effective Date	Last Change Date Time	Trade Item Status
▼ ^	▼ ^	▼ ^	▼ ^	▼ ^	▼ ^
<input type="checkbox"/> ⚠	05410005000182	Case (CASE)	2011/08/24	2011/08/24 09:49 am	ADD (ADD)
<input type="checkbox"/> ⓘ	05410005000175	Each (Piece) / Base Unit (BASE_UNIT_OR_EACH)	2011/08/24	2011/08/24 11:12 am	CORRECT (COR)
<input type="checkbox"/> ✓	05410005000199	Each (Piece) / Base Unit (BASE_UNIT_OR_EACH)	2011/08/24	2011/08/24 11:18 am	ADD (ADD)
<input type="checkbox"/> ⓘ	05410005000168	Each (Piece) / Base Unit (BASE_UNIT_OR_EACH)	2011/08/24	2011/08/24 11:38 am	ADD (ADD)
<input type="checkbox"/> ✓	05410005000205	Each (Piece) / Base Unit (BASE_UNIT_OR_EACH)	2011/08/24	2011/08/24 02:01 pm	ADD (ADD)
<input type="checkbox"/> ✓	05410005000199	Each (Piece) / Base Unit (BASE_UNIT_OR_EACH)	2011/08/25	2011/08/25 12:30 pm	CHANGE_BY_REFRESH (CHN)
<input type="checkbox"/> ⚠	05410005000212	Each (Piece) / Base Unit (BASE_UNIT_OR_EACH)	2011/08/25	2011/08/25 12:33 pm	ADD (ADD)
<input type="checkbox"/> ⚠	05410005000243	Each (Piece) / Base Unit (BASE_UNIT_OR_EACH)	2011/09/06	2011/09/06 01:40 pm	ADD (ADD)
<input type="checkbox"/> ✓	05410005000250	Each (Piece) / Base Unit (BASE_UNIT_OR_EACH)	2011/09/06	2011/09/06 03:07 pm	ADD (ADD)
<input type="checkbox"/> ✓	05410005000205	Each (Piece) / Base Unit (BASE_UNIT_OR_EACH)	2011/09/06	2011/09/06 03:39 pm	CHANGE_BY_REFRESH (CHN)

loaded in 1238 ms

Unique Functionalities beyond GDS

- Webcatalog for search and browse

The screenshot displays the SA2 WORLDSYNC webcatalog interface. On the left, there is a sidebar with navigation options: Home, Preferences, Help, and Logout. Below this is a search section with a search bar and buttons for Search, Advanced search, and Filtered search. Further down are sections for Component Hierarchy and Versions. The main area shows 'Core Item Information' for a specific item, including Trade Item Identification, Description, and Additional Information. The item details are as follows:

Trade Item Identification	
Global Trade Item Number (GTIN)	0...
Target Market Country Code	BELGI...
Trade Item Unit Descriptor	Each (Piec...
Trade Item Status	ADD (ADD)
Effective Date	2005/09/02
Publication Date	2009/03/06
GPC: Classification Category Code	Biscuits/Cookies (Shelf
Is Trade Item Registered In Global Registry	True (true)
Item State	REGISTERED
Information Provider	3116430000101
Name Of Information Provider	UNITED BISCUITS
Brand Name	DELACRE
Start Availability Date Time	2005/09/02, 00:00
Last Change Date Time	2009/04/02, 09:15

Description	
Trade Item Description	EN: TENTATION 290G NL: TENTATION 290G FR: TENTATION 290G
Functional Name	EN: TENTATION NL: TENTATION FR: TENTATION
Bar Code Type	
Bar Code Type	EAN_UCC_13_SYMBOL
Is Trade Item A Consumer Unit	True (true)
Is Trade Item A Base Unit	True (true)
Is Trade Item An Orderable Unit	False (false)
Is Trade Item A Despatch Unit	False (false)
Is Trade Item An Invoice Unit	True (true)
Is Trade Item A Variable Unit	False (false)

Additional Information	
Trade Item Import Identification	
Import Classification Value	
Import Classification Type	

Below the main table, there is a section for 'Core Item Additional Information' which includes 'Price Information' and 'Packaging Information'.

Unique Functionalities beyond GDS

- Product version management & visualization

Compare current data with
new data (sent by supplier)

SA2 | **WORLDSYNC**

Task List | External Pool | Internal Pool

Compare view | Detail view

Back | Collapse all

Changed Property Type

- Core Item Information
 - Trade Item Identification
 - Trade Item Status
 - Effective Date
- Item currently displayed

Author: import
Creation Date: 2011/02/03
Functional Name: 0208

CIC Comment

Information Provider GLN: 04049111002028
Targetmarket: 276
GTIN: 04049111002028
CIC State: REVIEW

Versions

Valid from: 2011/02/03
2011/02/18
2011/04/03

Components

04049111002028/4049111000208/276

Packaging

04049111002028/4049111000208/276

Core Item Information

Trade Item Identification | Private Information | **Description** | Additional Information | Packaging Information | System Information

Trade Item Description	Scope	Draft version ()	Last synchronized item (2011/09/06)
EN / - / -		screw driver No 12	screw driver
DE / - / -		Schraubenzieher Nummer 12	Schraubenzieher
Description Short	Scope	Draft version ()	Last synchronized item (2011/09/06)
DE / - / -		schraub	schraub
EN / - / -		screw	screw
Additional Trade Item Description	Scope	Draft version ()	Last synchronized item (2011/09/06)
EN / - / -		Hair	Hair
DE / - / -		Haar Ha Ha	Haar
Link To External Description	Scope	Draft version ()	Last synchronized item (2011/09/06)
Functional Name	Scope	Draft version ()	Last synchronized item (2011/09/06)
EN / - / -		Hair Lovely	Hair Lovely
DE / - / -		Hair lieblich	Hair lieblich
Product Range	Scope	Draft version ()	Last synchronized item (2011/09/06)
Trade Item Group Identification Code	Scope	Draft version ()	Last synchronized item (2011/09/06)
Built In Product Type	Scope	Draft version ()	Last synchronized item (2011/09/06)
Item Finish Description	Scope	Draft version ()	Last synchronized item (2011/09/06)

Submit

- **Advanced onboarding programs for retailers** to connect massive numbers of suppliers within a reasonable time frame
- Example: EDEKA initiative, a leading Germany-based retailer:
5,000 suppliers onboarded in 9 months time (in 2011)
- **Key for success:**
Firm retailer commitment and enablement!

Onboarding & Rollout - Success factors

- **Combine smart SA2 technology with customer focussed services** to make Global Data Synchronization as easy as possible for suppliers
 - SA2 Worldsynchron offers several options for suppliers to provide data smoothly from **data capturing service** to an **easy-to use Webforms user interface**
 - **Webforms Portal Integration** provides reetailers an easy way to provide GDS connection to their suppliers for free.
- **Key for success:**
Firm retailer commitment and enablement!

Onboarding & Rollout – Best Practice

- **Preparation**
 - Clean up address data and classify suppliers
 - Prepare a Retailer Guide that covers all specific requirements
- **Invitation Letters**
 - Leverage SA2 Worldsynchron's best practices in preparing and sending invitation letters to suppliers
- **Campaign Management**
 - Deal with the responses
 - Registration management
 - Supplier training
 - Helpdesk service for your suppliers (optional)
 - Weekly status report

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4. Proposed Business Model for Baltic Market

Data Quality: Why is it so important?

Some findings:

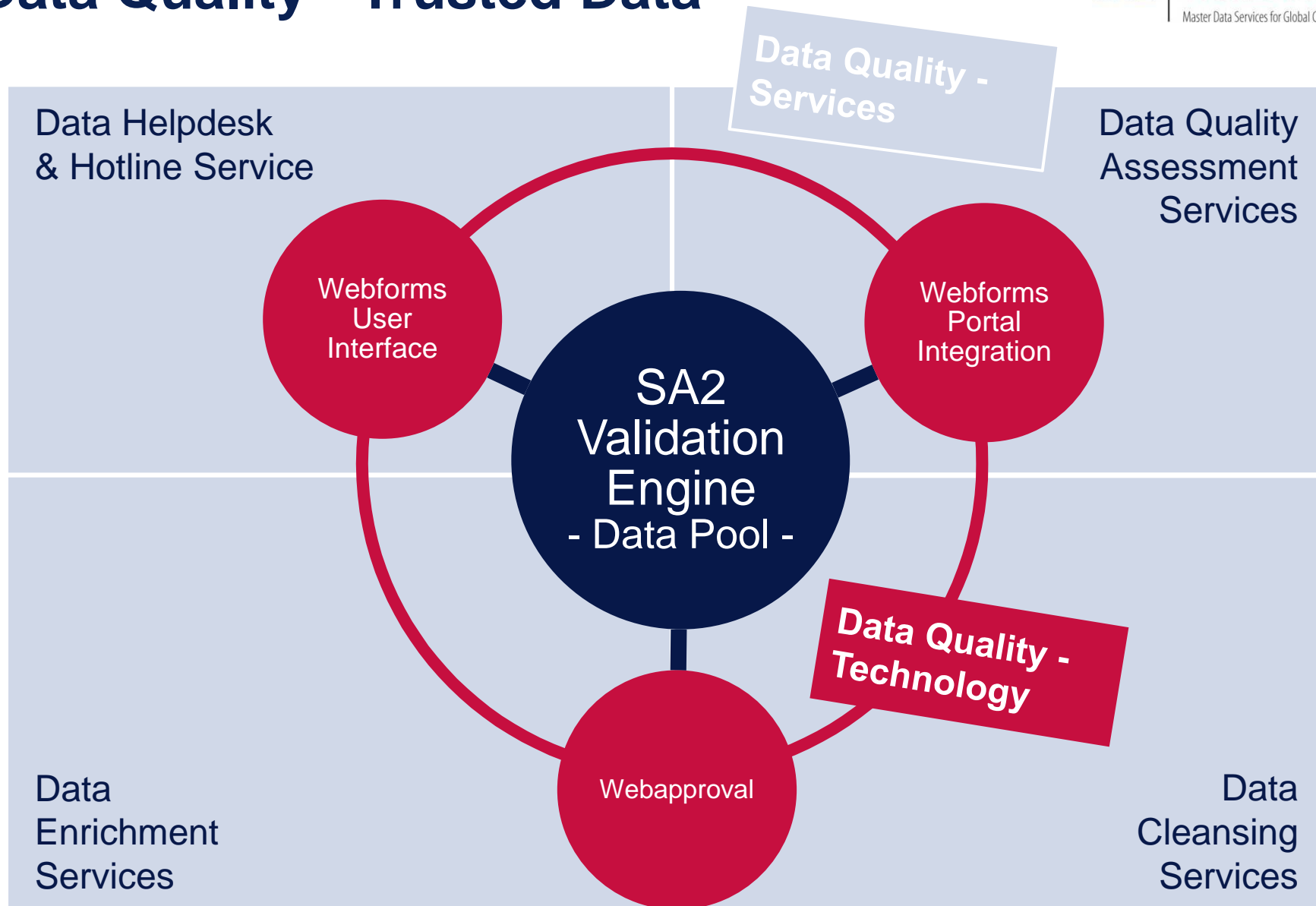
- Errors in data – **30%** of data in systems is wrong
- Lost productivity – **25 minutes** manual cleansing per SKU per year
- Slow time to market – **4 weeks** to introduce new products

Data Quality: Why is it so important?

Some findings:

- Invoice deductions – **43%** of invoices result in deductions
- Failed scans – up to **70,000** per week
- Lost sales – up to **3.5%** per year

Data Quality - Trusted Data



Trusted Data

- SA2 Data Quality Technologies

Data Quality Technologies	Data Supplier	Data Recipient
Data Pool Validation Engine	X	X
GDSN Validations plus retailer-specific validations plus community specific validations plus product sector validations plus local regulatory validations plus...		
Webforms User Interface	X	
SA2 Datapool validation engine seamlessly integrated and guides the user online through all validations		
Webapproval		X
SA2 Datapool validation engine seamlessly integrated and enables retailers to add additional, internal validations		
Webforms Portal Integration	X	X
SA2 Datapool validation engine seamlessly integrated and guides the user online through all validations		

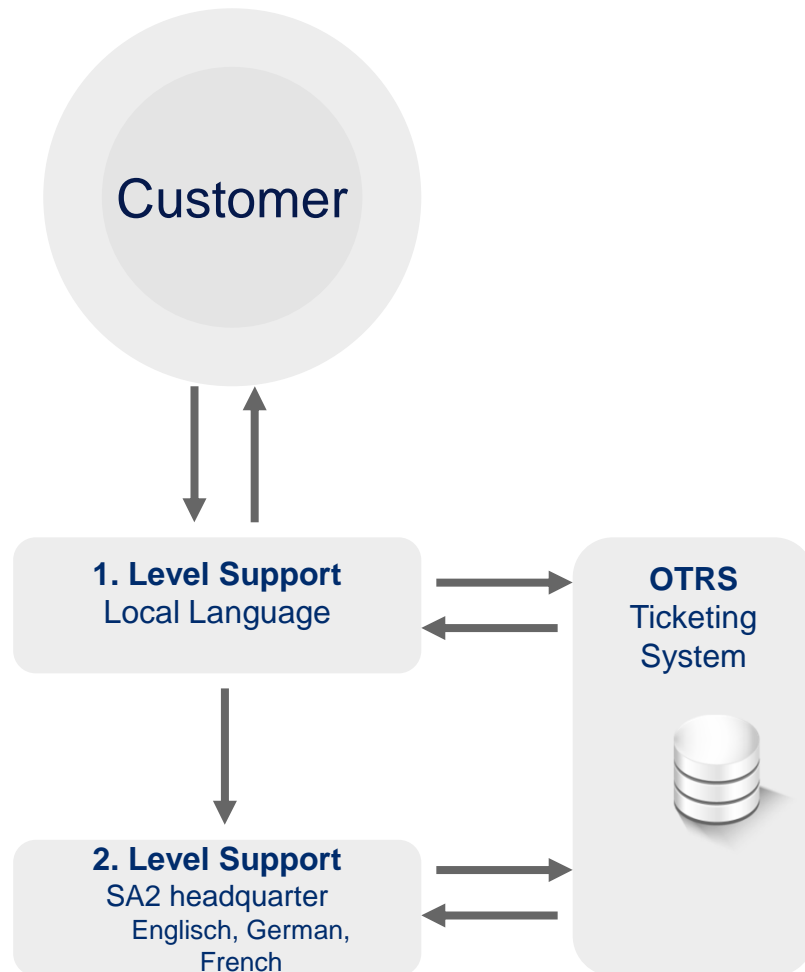
Trusted Data

- SA2 Data Quality Services

Data Quality Services	Data Supplier	Data Recipient
Data Quality Assessment Service		
Training & Education	X	X
Process Consultancy	X	X
Data Analysis	X	X
Data Quality Monitoring	X	X
Data Cleansing Service		
Error correction Service	X	X
Implementation of Business Rules	X	X
Data Matching / Mapping Services (Idoc, EANCOM etc.)	X	X
Business process integration (e.g. product-lifecycle management)	X	X
Data Enrichment Service		
Data Capturing Service	X	
Measurement Service	X	
Webapproval		X
Helpdesk / Hotline Service	X	X

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Global & Local Helpdesk Structure



Helpdesk/Support services:

- ✓ Regional Service Centers
 - Europe
 - US
 - Asia / Pacific
- ✓ Response time **max 4 hours**
- ✓ **24/7 availability** of 2nd Level Support

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4. **Proposed Business Models for Baltic Market**

Business Model – Baltic Market

SA2 Worldsync Partnership Options



Option 1

SA2 Worldsync
GDS Starter Kit for
Franchise-Partners

Option 2

SA2 Worldsync
Baltic Ltd.



Preferred GDS Deployment Partners for SA2 Worldsync:

- ECR-Baltic
and / or
- GS1 MO of Latvia, Lithuania, Estonia

GDS Partnership with SA2 Worldsync -

Benefits for ECR / GS1 Member Organizations



- ✓ Promote the adoption of GS1 Standards.
- ✓ Benefit from SA2 Worldsync's long-term experience with GS1 Partners.
- ✓ Leverage SA2 Worldsync's state-of-the-art GDS technology.
- ✓ Smoothly connect with any GDSN certified data pool worldwide.
- ✓ Support any size company, including small and media sized suppliers.

GDS Partnership Option 1 for ECR / GS1 SA2

– Franchisee: General Principles



- ✓ ECR / GS1 acts as GDS solution provider to Baltic trading community
- ✓ SA2 Worldsinc acts as technology provider for ECR / GS1
- ✓ SA2 Worldsinc enables ECR / GS1 with ongoing training & education on GDS and SA2 solutions
- ✓ ECR / GS1 determines business model / commercials towards Baltic trading community

GDS Partnership Option 1 for ECR / GS1 SA2

– Roles & Responsibilities: ECR / GS1 Baltic



- **Baltic GDS solution provider**, i.e. contracting partner of Baltic suppliers; incl. decision power on contractual terms and on fee structure.
- **Sales of GDSN solutions** to Baltic end user companies (i.e. obtaining contract signatures) on behalf and in the name of ECR / GS1 Baltic
- Run supplier **onboarding campaigns** with Baltic retailers
- Initial **education / training** of Baltic end user companies (GDS principles, SA2 Worldsynchron usage, data quality services)
- **Helpdesk and 1st level support** to Datapool customers in the Baltics
- Load and maintain Baltic Datapool user companies in the SA2 Worldsynchron **admin system**.
- **Translation** of any relevant documentation and GUI's into Baltic language (if needed)
- **Community management; GSMP** activities
- **Global Registry fee** (i.e. any financial obligations towards GS1 GDSN Inc.) in accordance with the valid contractual obligations.

GDS Partnership Option 1 for ECR / GS1 SA2

– Roles & Responsibilities: SA2 Worldsinc



- **Technology provider** of Baltic GDS Datapool solution for ECR / GS1 Baltic (hardware, software, ongoing GDS certification etc.)
- Ongoing **GDSN certification** with GDSN Inc.
- **System set up** for the 3 target markets of Baltic region
 - Dedicated hardware system in SA2 Datacenter
 - Dedicated software system (Datapool, OS, Admin etc.)
 - Dedicated system administration (e.g. GDS registration, SA2 registration, user access and -rights)
 - Set Up and customization of the Baltic GDS System
 - Initial training for ECR / GS1 staff
- **Training updates** for ECR / GS1 Baltic in case of new SA2 Releases
- **2nd level support / helpdesk** for ECR / GS1 Baltic staff
- **GSMP support** for ECR / GS1 Baltic
- Advice for ECR / GS1 Baltic's fee policy towards end user companies

GDS Partnership Option 1 for ECR / GS1 SA2

WORLD SYNC
Master Data Services for Global Commerce

– Roles & Responsibilities: SA2 Worldsinc



- SA2 = Contracting partner for leading Baltic retailers
 - GDS enablement of **multinational retailers** requires in depth know how and business experience which cannot be transferred to ECR / GS1 Baltic with reasonable efforts
 - SA2 Worldsinc will support **ERP backend integration** with smart tools such as Webapproval and in depth implementation consultancy.
 - SA2 Worldsinc will offer flexibly **customized and bundled solution- & service packages** to these retailers.

GDS Partnership Option 1 for ECR or GS1^{SA2}

WORLD SYNC
Master Data Services for Global Commerce

GDS Starter Kit - Pay as you grow



- ✓ Flexible
- ✓ Modular
- ✓ Scalable

GDS Starter Kit - Modular Feature Sets

Basic GDS functionalities

Ready to go for all basic GDS functionalities :

- **GDS Product Datapool** for m2m-connection in-house systems to the data pool
- **GDS Core extension** covering all relevant product core information
- **SA2 Validation Engine** flexibly adapted to local market needs
- **GDSN connection** with any GS1 certified data pool

Add additional SA2 Worldsynchron Modules & Features at any time

Webforms

Web-based user interface that enables suppliers to **capture and maintain product data** manually and via Excel-Upload

Webcatalog

Web-based user interface that enables all user companies to **search and browse** for any product.

Track & Trace

Allows user companies to keep track on the **message process status** of data sent via SA2 Worldsynchron.

Sync Status

Allows suppliers to **search for their GTIN`s** after publication to learn more on the status in the retailer's system.

Extensions

To further address specific **industries**, e.g. Healthcare or Hardlines.

GDS Partnership Option 2 for ECR or GS1

- Direct Deployment: General Principles



- ✓ SA2 Worldsynchron establishes own service organization in the **Baltics** (SA2 Worldsynchron Baltic Ltd)
- ✓ SA2 Baltic Ltd. acts as GDS solution provider directly to Baltic trading community
- ✓ SA2 Baltic Ltd. determines business model / commercials towards Baltic retailers and suppliers

GDS Partnership Option 2 for ECR or GS1

SA2 Worldsynchron Baltic Ltd. - Prerequisites



SA2 Worldsynchron establishes own service organization in the Baltics **under the following conditions:**

- ✓ Feasible commercial business case, i.e. revenue – cost situation
- ✓ 2+ retailers per country give firm commitment for GDS deployment campaign
- ✓ ECR and GS1 actively promote SA2 Baltics Ltd. as the preferred GDS solution provider

Flexible Partnership Concepts for ECR / GS1 Baltic

- Flexible contract duration
- Flexible configuration of SA2 solution suite and -modules
- Flexibly defined roles & responsibilities
- Commercial management and fair risk sharing
- ECR / GS1 decide on their own commercial strategy (solutions suite, fee structure...)
- Governance & influence on SA2 Worldsynchron's solution development

➡ Interested in a tailored offer?
Let's talk soon!



SA2

WORLDSYNC

Master Data Services for Global Commerce



Thank you
for your attention!

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