



ELECTRONIC SOLUTIONS TO IMPROVE YOUR BUSINESS

ECR Baltic

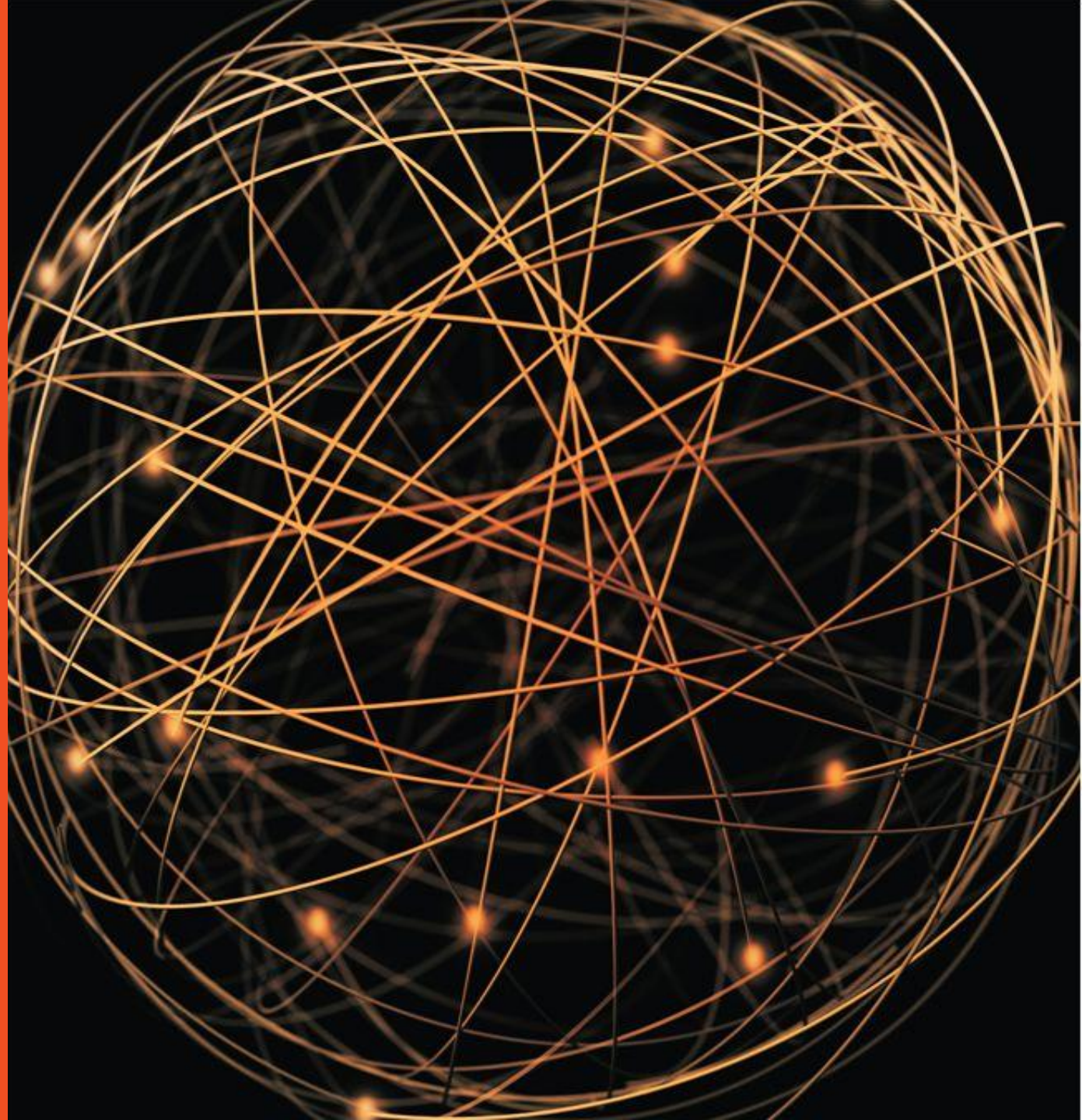
Master Data Management (Data Pool) Seminar
and Working Group meeting



Agenda

1. Saphety

2. SyncCode-
DataPool



Agenda

1. Saphety




Who We Are

-  Saphety provides “paper-free” solutions that allow the optimization and automation of the business relationships of our customers with their business partners
-  Our value proposition consists in implementing global solutions that provide secure business process dematerialization, enabling companies to achieve cost reductions, gains in efficiency and productivity, as well as increased sustainability
-  We deliver innovative solutions, in reasonable schedules, minimizing investment and operational costs



Who We Are

-  Saphety is part of the SSI sub-holding of Sonaecom, a leading ICT group in Portugal, belonging to Sonae, the major non-financial group in Portugal, with worldwide activities in retail, industry, tourism, shopping malls, and real estate

SONAE COM

Telecommunications



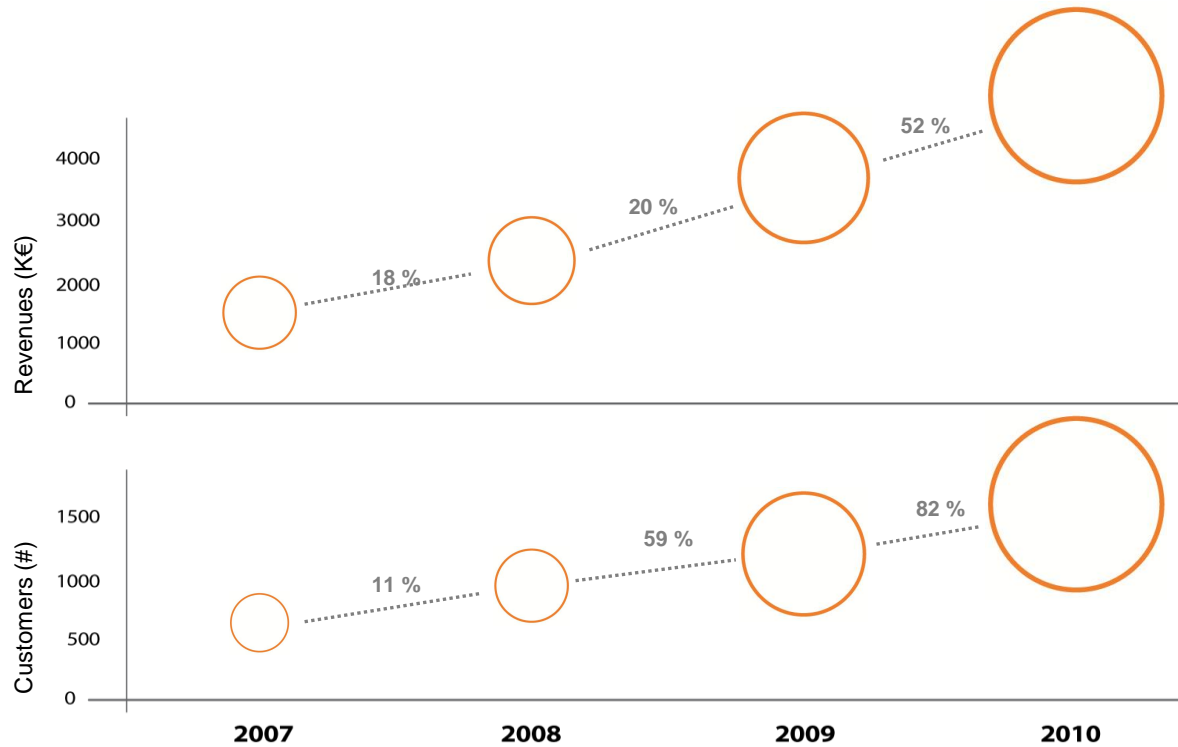
Media



SSI



Main Achievements



- 🔗 E-invoice repositories for the top 3 portuguese retailers (Sonae, Jeronimo Martins, Auchan)

- 🔗 Sonae Innovation Award (FINOV)

- 🔗 ISO 9001:2008 certification
- 🔗 Global platform for E-Procurement

- 🔗 Launch of the public electronic procurement platform (BizGov)
- 🔗 6 million electronic invoices per year

- 🔗 60 employees
- 🔗 40 million electronic transactions per year

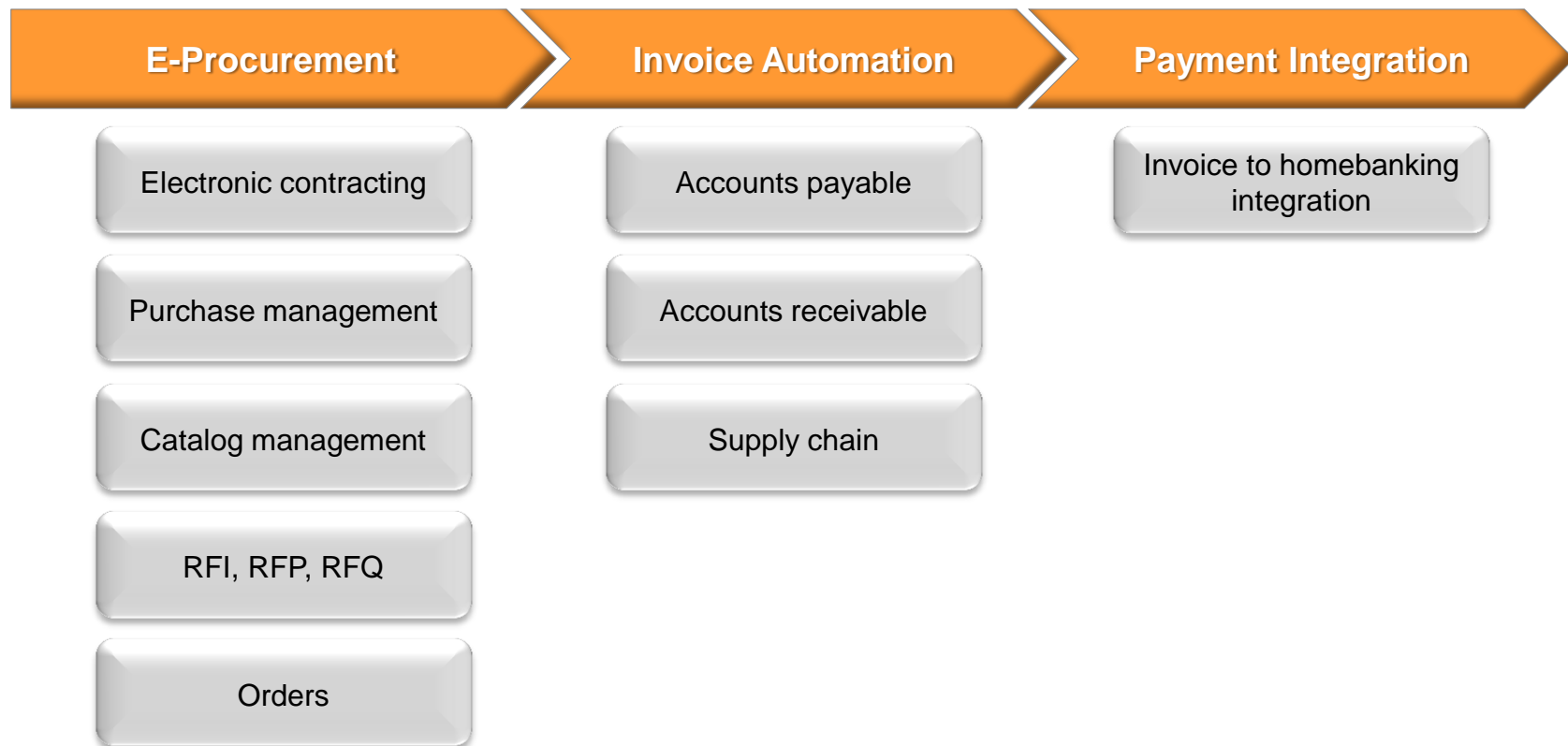
European Presence

- Ca. 150 retail suppliers throughout Europe, doing business with all major Portuguese retailers, cash&carries, and food service operators
- E-invoice services in Spain
- GDSN-certified data pool for GS1 Sweden (Validoo)
- Support for document workflow for Sonae Sierra's local offices, in Portugal, Spain, Italy, Germany, The Netherlands, and Greece



Value Chain

Procurement to Pay



References

Some references of retailers, suppliers (multi-nationals) and GS1 MOs



Our Offer



saphety sync

SYNCHRONIZATION SOLUTIONS



sync  code
PRODUCT SYNCHRONIZATION

+
sync  media
IMAGE SYNCHRONIZATION

sync  media
IMAGE SYNCHRONIZATION

Saphety is:
putting a face
to a product.

www.saphety.com

sync  code
PRODUCT SYNCHRONIZATION



sync  media
IMAGE SYNCHRONIZATION



sync  lab
PRODUCT VALIDATION

sync  code
PRODUCT SYNCHRONIZATION

Saphety is:
having a unique
code for a unique
product.

www.saphety.com

sync  code
PRODUCT SYNCHRONIZATION



sync  media
IMAGE SYNCHRONIZATION



sync  lab
PRODUCT VALIDATION

Agenda

2. SyncCode



What is it ?

- Highly configurable framework, receiving (from data sources), validating, storing and distributing information to the appropriated data recipients;
- Encapsulated and isolates, from users, the complexity of the GDSN choreography;
- Supports local and global synchronization, controlled partner by partner;
- Datapool for both data recipients and data sources;

Rewind

- One of the first solution in the market for Item data synchronization (initial version in 1996 - Catalogo Electrónico de Productos);
- GDSN Certified in 2005, 2006, 2007 and 2011 for 6 different instances (Datapools);
- In use by:
 - GS1 Sweden (Validoo Item)
 - GS1 Portugal
 - GS1 Iceland (pilot)



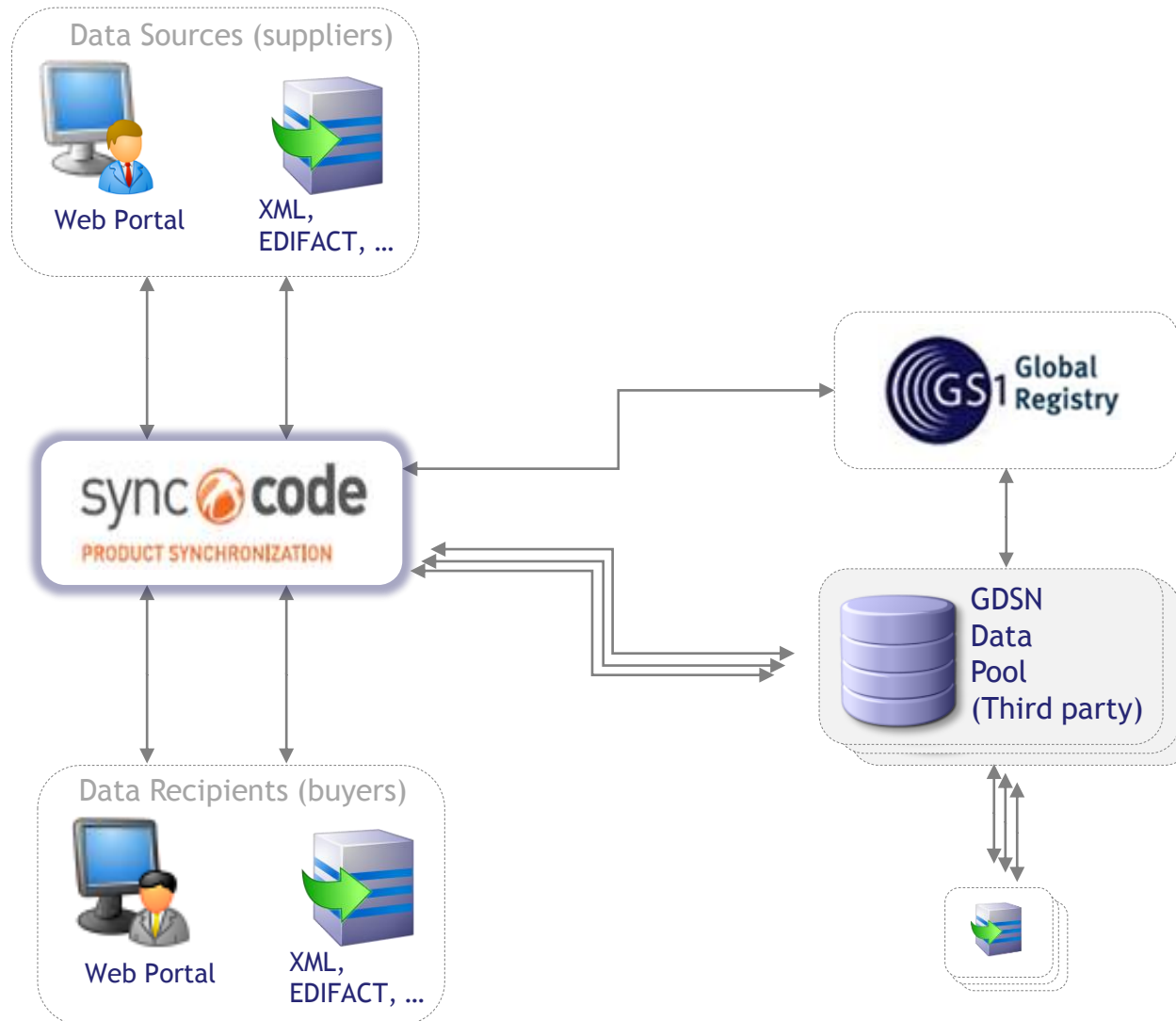
Main features

- Entirely standards-based;
- Global system:
 - Multi-market
 - Multi-language
 - Multi-currency
- Rule-based central validation engine:
 - Standard GDSN validations;
 - Custom validations;
 - Possible data recipient validations;
- Public and private information;
- Market and trading partner dependent data;
- Customizable for local markets requirements;

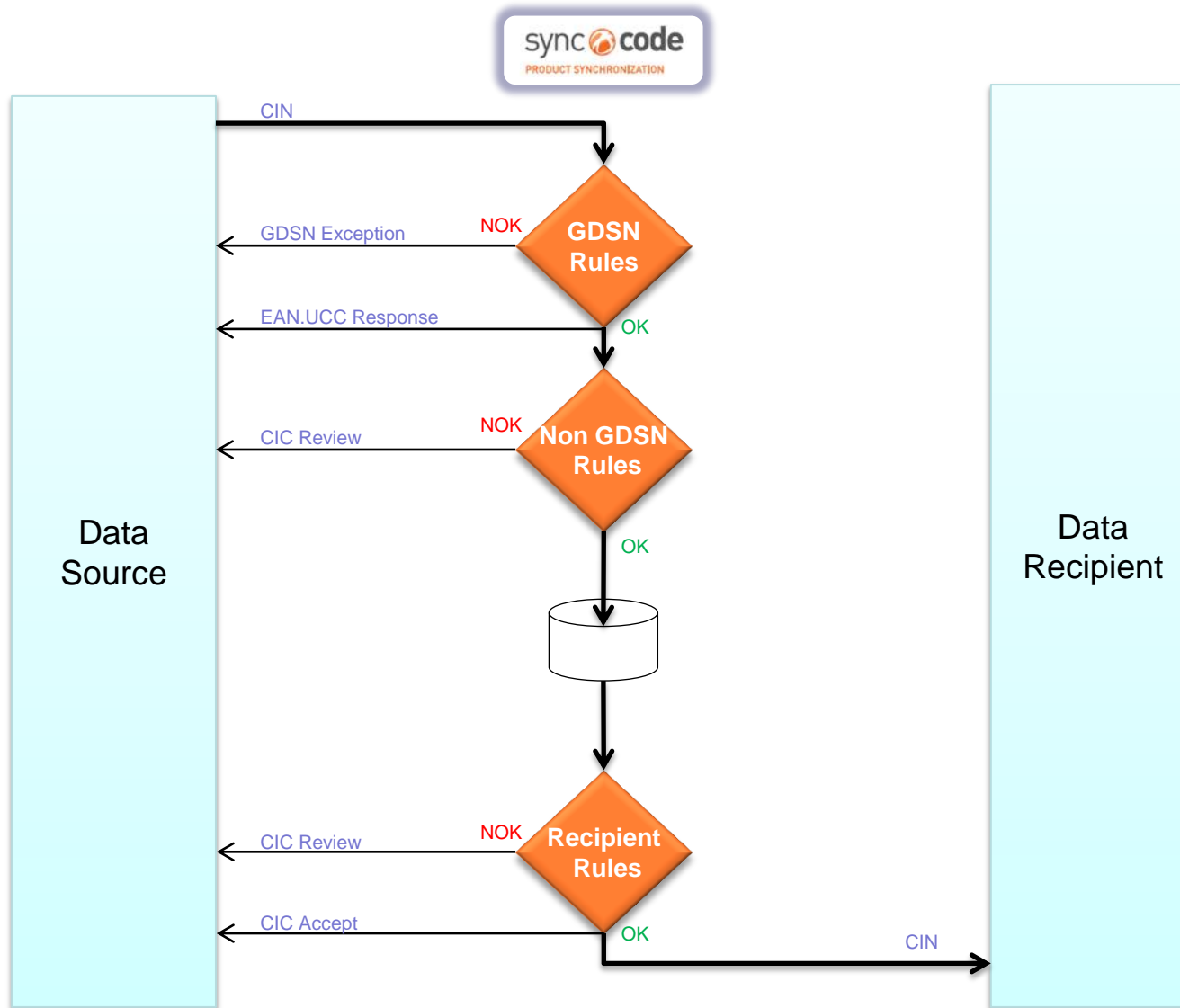
Main features

- Item versions / futurization
- Online search capabilities, with grouping options (by category, GLN and brand)
- Synchronization list maintenance;
- Item hierarchy graphical visualization;

Overall functioning



Validation process overview*



Non GDSN Rules

- Validation rules tailored to the local market needs.
- In Validoo Item there are over 100 Validoo Specific rules, some examples:
 - 730103: When targetMarket=752 (Sweden) GTIN based on 20 numbers may only be used if first digit is 0 (i.e. only on consumer units).
 - 730118: When targetMarket=752 (Sweden) For a trade item where Is Trade Item A Consumer Unit (T4037) not equals true , and Expiration Date Type Code (T4032) is populated and/or Is Package Marked With Batch Number (T4041) = true, barCodeType must equal UCC_EAN_128_SYMBOL.
 - 730119: Package type (T0137) may only contain values from the relevant code list.
 - 730129: If Is Trade Item A Consumer Unit (T4037) = true the first digit must be zero (0) on a GTIN
 - 730131: Packaging material, code (T1188) and Packaging material weight (T1189) are mandatory unless: Alternative 1: The item has the Indicator for paid fee for packaging material (T0189) = 12. Alternative 2: The item has the Returnable packaging indicator (T0277) = true Alternative 3: The item has the Package type code (T0137) = NE"
 - ...

Recipient Rule

- Recipient specific validation rules;
- Each recipient can activate and configure their rules;
- Validoo Item has two types of these rules:
 - Measurement rules: recipients can activate and define the limits for height and weight of the items (Pallets, Cases...).It is also possible to specify exceptions on the defined limits (for special items, suppliers...);
 - Nordic Article Number: each recipient may force this attribute to be mandatory, depending on the GPC category;

Business Model

- Local organization partnership (ECR, GS1...)
 - Saphety is the technology provider;
 - Saphety provides second level support, in English, to the local partner;
 - No revenue share;
 - Customizations and adaptations done by Saphety;
- Fee structure:
 - Set-up fee (one shot);
 - Monthly fee (indexed to the intervals of published GTINs);
 - Annual maintenance;



ELECTRONIC SOLUTIONS TO IMPROVE YOUR BUSINESS

Fernando Pereira
CTO

fernando.pereira@saphety.com

Thank you.