Master Data Management and Data Synchronization woking group

11.07.2012, ECR Baltic c/o GS1 Latvia, Brivibas 149, Riga
Start at 10:00

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Participants/Registered working group members:

Manufacturers/Suppliers/Distributors:

Birgit Patterer, Kraft Foods

Jurgita Kelpsiene, Kraft Foods Lietuva

Evaldas Ciukas, AB "Kraft Foods Lietuva"

Inese Bertulane, Nutricia SIA

Jacob Goldman, Sonata Enterprise Inc.

Filiale Latvia

Ramona Skribāne , NP Foods

Agris Treiguts, Eugesta Latvia

Sofija Kozlovska , L'Oreal Baltic

IRINA Drozdova , EDAKS

Retailers:

Zane Silina, Rimi Baltic

Robert Viira, Prisma

Edvinas Volkas, Maxima Group

Pavels Burbickis, Palink

Others (Industry Associations):

Edgars Pentjuss, ECR Baltic,

Indre Lasioniene, GS1 Lithuania,

Janis Lublinskis, GS1 Latvija,

Margus Aaslaid , OÜ BEPCO,

Janek Balonski, Bepco (Pooling company)

AGENDA:

* Introduction, setting working group aims and deliverables;
* Summary from 26.04.2012 seminar, please refer to all presentations and working materials, here!
* What is and what is not master data management (GDSN certified data pools) and data synchronization (Proposed data pool business models and functionalities)?
* Draft Solution providers benchmarking tool (please download sample excel table, here!). Setting parameters and weights to evaluate data pool solutions for the community and individual company.
* Common Baltic Product Card development and alignment between retailers and manufacturers, mapping to GS1 GDSN standards (See ECR Poland: Common Product Card (CPC) Pilot presentation, CPC excel form, CPC attributes English v., CPC manual google translation and ECR Russia samples).
* Next steps: choosing data pool, running pilots in Estonia, Latvia and Lithuania and onboarding campaign.

ECR Baltic members:

What is ECR?

ECR Baltic is an Efficient Consumer Response Initiative in Estonia, Latvia and Lithuania.

ECR Baltic is a **collaborative retailer-manufacturer platform** with a mission "to fulfill consumer wishes better, faster and at less cost". It is a non-profit organization which aims to help retailers and manufacturers in the FMCG sector to drive supply chain efficiencies and deliver business growth and consumer value.

ECR Baltic is a member of ECR Europe.

Since November 2010, ECR Europe is the regional platform for collaboration of the Global Consumer Goods Forum.

Uniqueness

Only European platform for value chain co-operation on a parity basis between brand manufacturers and retailers

ECR mission and objectives?
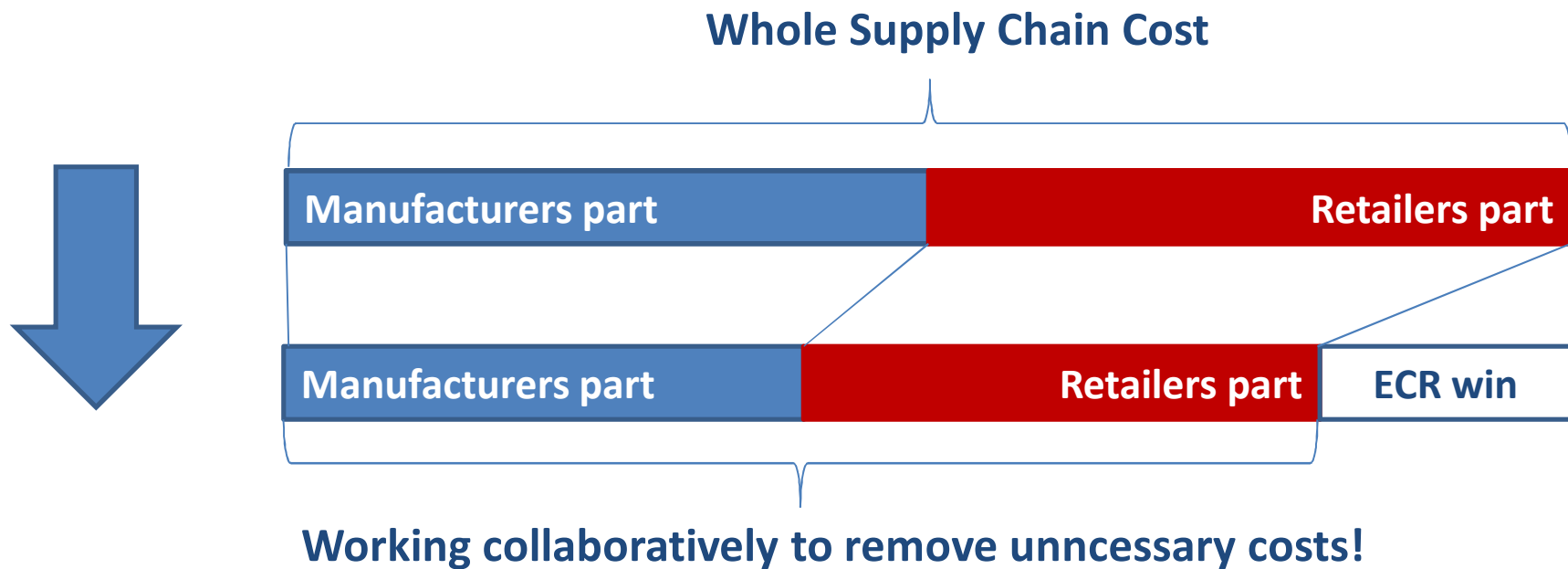
Collaboration   **Consumer focus**

Working together to fulfil consumer wishes better, faster and at less cost

supply chain efficiency

**with a shared business process leading to shared benefits across the value chain.**

Win - Win

# How does ECR work on supply side? Cutting Costs!

Whole Supply Chain Cost

Manufacturers part	Retailers part

Manufacturers part	Retailers part	ECR win

Working collaboratively to remove unncessary costs!

How does ECR work on demand side? Growing Demand!

Working collaboratively to focus on consumer/shopper needs

| Manufacturers part | ECR WIN | Retailers part |

| Manufacturers part | Retailers part |

Current business value
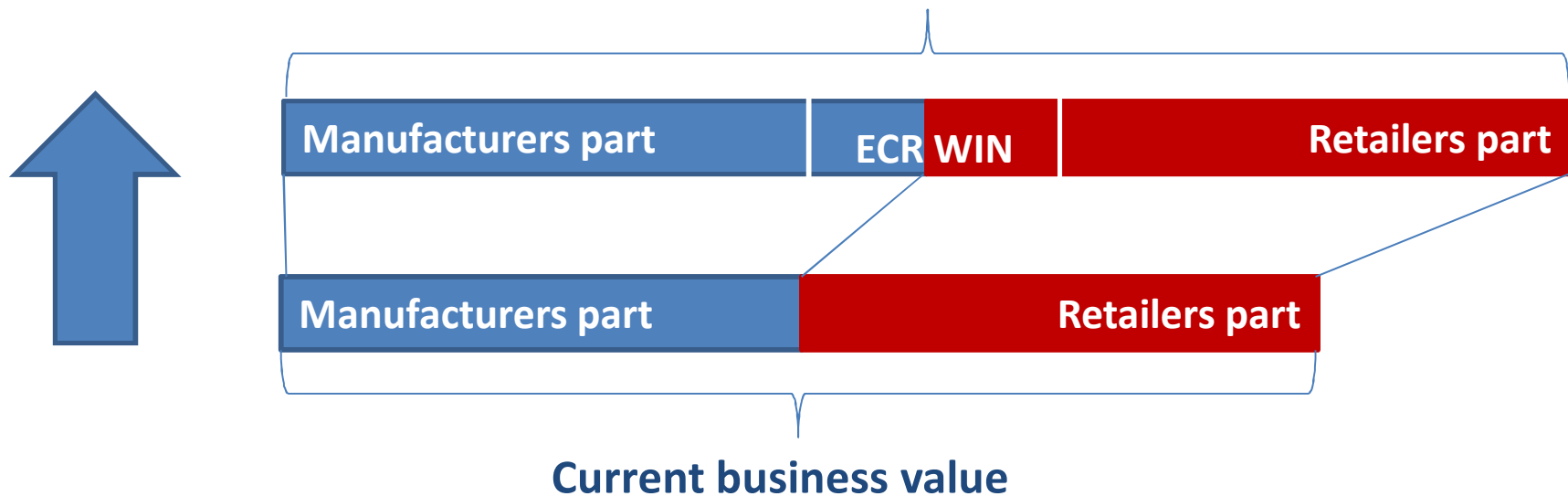
ECR is about efficiency and cost reduction of whole supply/value chain and not moving costs and profit part back and forth!

Manufacturers part **Retailers part**
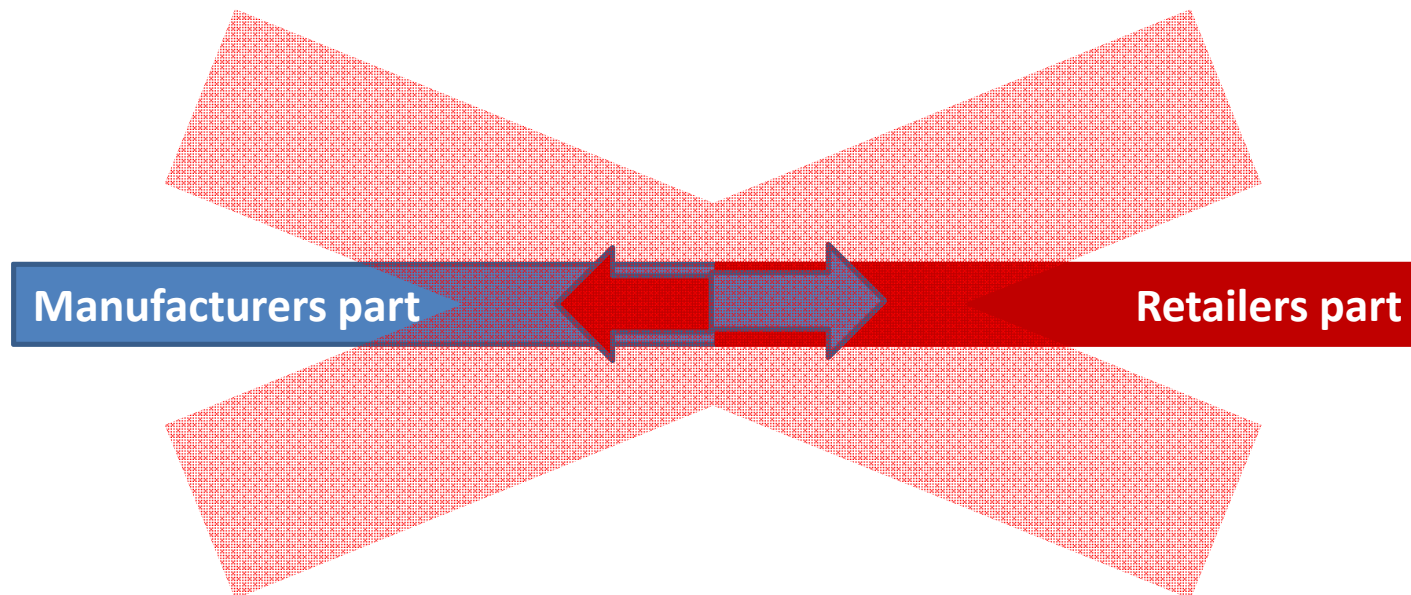
For overall cost calculation ECR use ABC – Activity Based Costing

STRATEGY & STANDARDS
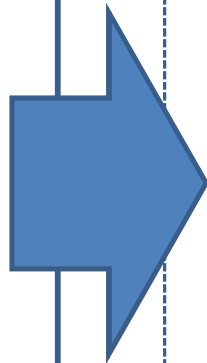
Consumer Goods Forum

↓

ECR Europe

↓

ECR Baltic

↑

Global Standards (GS1) and local legislation
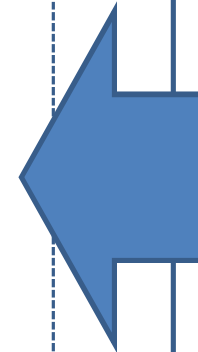
ECR Working Groups

GDS Datapool

EDI 4Doc

Category Management

RTIs & Pallets

SOLUTIONS & IMPLEMENTATION

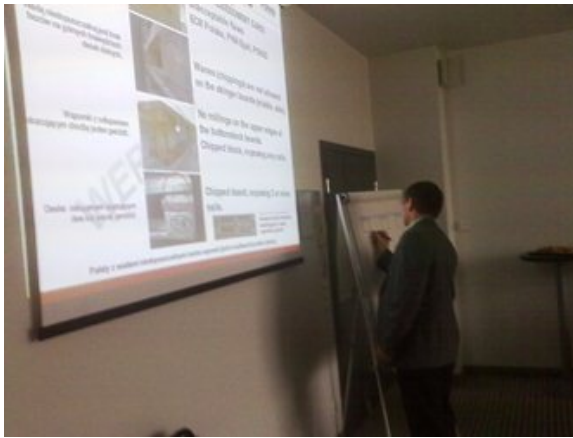Telema, Edisoft Itella, BPO

SA2, Edisoft, GS1, Saphety

Nielsen, Analyse2 Solutions

EPAL
Chep
Bepco
MPS
CC

Join ECR Baltic working groups

- Supply Chain Committee
- Pallets and RTI standartization
- Electronic Data Interchange
- Education and Training Committee
- Demand – Category Management

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Definitions: Master Data

- **Parties** master data uniquely identifued by GLN (Global Location Numbers)

- **Prices**

- **Item Master Data (products)** is a set of data, which describes the specifications and structures of each item involved in Supply Chain Processes. Each set of data can uniquely be identified by a Global Trade Item Number (GTIN) by GS1 definition

In other words what we are talking today is product cards: retailer sample!

Article name LATVIAN	Article name ESTONIAN	Article name LITHUANIAN	Article name ENGLISH	BASIC UNIT PARAMETRES						
				Name of basic unit	EAN of basic unit	Basic unit gross weight	Basic unit net weight	Measurements of basic unit (cm)		
								Length	Width	Height
CAPITAL LETTERS, MAX 40 SYMBOLS	*CAPITAL LETTERS, MAX 40 SYMBOLS*	*CAPITAL LETTERS, MAX 40 SYMBOLS*	*CAPITAL LETTERS, MAX 40 SYMBOLS*	*pick from dropdown*		*kg*	*kg*	*Length*	*Width*	*Height*

| Basic unit					
Name of basic unit	Unit that is used as determinator of consumer unit.	Piece or kilogram	Kilogram	Vendor	YES
EAN of basic unit	EAN code that is indicated on basic unit.	Up to 13 digits	4751008570335	Vendor	YES
Basic unit gross weight	Gross weight of basic unit in kilograms. This field applies also to drink items etc. Products that have different comparison unit than kilogram.	Number	13	Vendor	YES
Basic unit net weight	Net weight of basic unit in kilograms. This field applies also to drink items etc. Products that have different comparison unit than kilogram.	Number	12	Vendor	YES
Measurements of basic units (cm)	Length, width and height of basic unit in centimeters.	Number	1	Vendor	YES

Alligned product card sample ECR Poland

Wspólna Karta Produktowa		Wzór 4,00	Uwaga:		pola pomarańczowe są obowiązkowe
CPC - Common Product Card					pola różowe są wymagane zależnie

Data obowiązywania danych	**9/27/2010**	Status karty	N- Nowa		GTIN zastąpionego produktu		
	Dostawca	Producent			5909000790528		
Nazwa Dostawcy / Producenta	**Firma Testowa**						
GLN - Global Location Number	**5909000790407**						

Nazwa produktu	**Chlebek testowy**		**Ceny produktu (sztuka)**		Przechowywanie	Temp. (min.) [C]	-18	Okres minimalnej trwałości od wyprodukowania	10
Nazwa produktu (Długa)	**Chlebek test 100g**		Katalogowa (netto)	1.65 zł		Temp. (maks.) [C]	20	Okres minimalnej trwałości od dostawy	9
Marka	**Trzy Ziarna**		Sugerowana cena detaliczna (brutto)	2.20 zł	Transport do centrum dystrybucji	Temp. (min.) [C]	-18	Okres minimalnej trwałości od otwarcia	4
Opis produktu (skład)	**Skład: mąką żytnita 80%; mąka przenna 20%; zakwas naturalny; E414; E402; karmel; gluten**		Czy cena jest na opakowaniu	(N) Nie		Temp. (maks.) [C]	20	Zawartość alkoholu (% obj.)	
Indeks towarowy dostawcy	**AB3477399809TW2311**	Nazwa krótka produktu / **Chlebek test.**			Transport na rynek	Temp. (min.) [C]	-18	Czy produkt jest farmaceutykiem	(N) Nie
PKWiU 2008	**10.71.11.0**	Nowa stawka VAT / **8%**	Liczba warstw na palecie	3		Temp. (maks.) [C]	20	KGO - Koszt Gospodarowania Odpadami	
Rodzaj produktu	**chleb**		Wysokość brutto palety [mm]	1500					
Numer taryfy celnej	**0000000000**	Kraj pochodzenia / **PL Polska**	Waga brutto palety [kg]	900					

Opis	GTIN	Głębokość [mm]	Wysokość [mm]	Szerokość [mm]	Waga / objętość netto	Jednoska miary wagi / obj. netto	Waga brutto [g]	Waga po odsączeniu [g]	Typ opakowania	STATUS: Czy jednostka jest przeznaczona do wysyłki	STATUS: Czy jest to jednostka fakturowana / zamówieniowa	Liczba jednostek niższego rzędu	Liczba jednostek na warstwę	Liczba jednostek na paletę	Znacznik - Opakowanie zwrotne	Kaucja netto [zł]
Jednostka Podstawowa (Sztuka)	5909000790438	**100**	**100**	**100**	**100**	**g - gramy**	**110**		**Worek foliowy**	(N) Nie	(N) Nie	xxxx	24	72	(N) Nie	0.50 zł
Jednostka pośrednia (Zgrzewka)	5909000790445	**100**	**110**	**100**	xxxx	xxxx	**220**	xxxx	**Zgrzewka**	(N) Nie	(N) Nie	2	12	36	(N) Nie	0.75 zł
Jednostka zbiorcza (Karton)	5909000790452	**200**	**120**	**200**	xxxx	xxxx	**880**	xxxx	**Karton**	(T) Tak	(T) Tak	3	4	12	(N) Nie	

First what is a data pool?

GCI Definition: "A "Data Pool" is a repository of data where trading partners can obtain, maintain and exchange information on items and parties in a standard format through electronic means"

A "GDSN Data Pool" is a data pool certified by GDSN Inc. and hence able to interoperate within the Global Data Synchronisation Network.
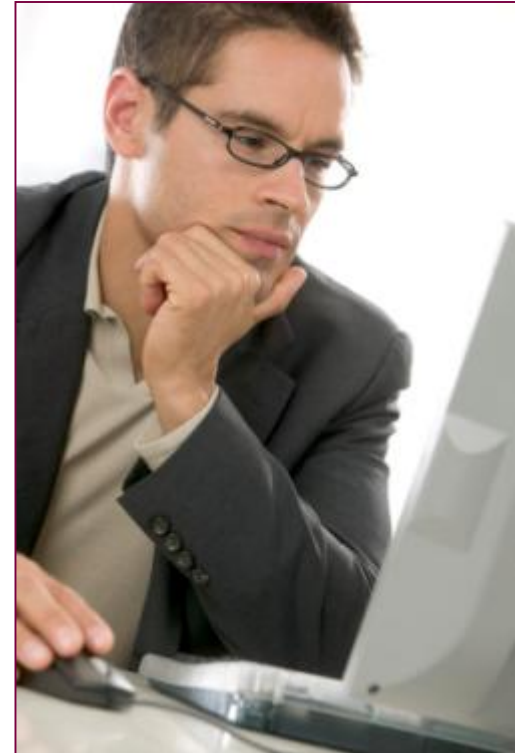
What is data synchronisation?

Every company has a database filled with master data about the products they make, or sell, or buy

But when one company needs to change any bit of information in their database or add a new item to it, another database may not be up to date anymore…!

Areas of improvement by quality master data and data synchronization (GDS)

- Removing Master Data (MD) issues from contract negotiations

- E-Commerce and EDI (PRICAT/PARTIN). Static MD replaced with GS1 ID keys

- Transport-Warehouse-Logistics (packaging levels, dimensions, weight, etc,…)

- Buyers/Category Management – Global Product Classification & GDSN also for exports

- POS, mistakes in invoices, disputes, OSA, …

New extensions:

- Media pools for marketing and merchandizing

- Coupon management

- B2C information

- B2G & Legislation requirements

Does it cost to have synchronized quality master data!

- Yes, but it will cost you more without it!
- And it is not just data pool fee,...

Good quality master data is:
- Complete
- Consistent
- Accurate
- Time-stamped
- Based on industry standards

Company case studies

- **The following case studies indicate some key learnings from leading companies that have adopted GDS:**
  - Ahold: « Only a strong 'belief' from executive management that the benefits can be achieved helps to overcome the hurdles.»
  - Coca-Cola: « GDSN enables New Ways of Working Together eliminating disruptions and enabling growth.»
  - P&G: « The quality of our master data, which we share with our internal and external customers, and use to drive our business, is as important to P&G's success as the quality of our packaging and the products themselves.»
  - Supervalue: « Retailers and suppliers are successfully working together to eliminate friction in the supply chain caused by inaccurate data. Leveraging the GDSN standards provides a critical foundation for collaboration with our suppliers!»

Source: GS1

Working group aims and deliverables :

The Aim:

Alignment of master data and its compliance to Global standards in Baltics, solving master data quality issues.
Benchmark solutions for Global Data Synchronization (connection to GDSN) and common data pool introduction/promotion in Baltics.

Setting "Digital Agenda" for ECR Baltic community

Deliverables:

We plan 3 meetings this year, the next in Vilnius on 9th of August.
Bluebook

Summary from 26.04.2012 seminar

Key learnings and outcome of the meeting:

Quality master data and data synchronization is fundamental for collaborative business processes (from supply chain planning, efficient replenishment, inventory, EDI to Category Management and efficient assortment) implementation between trading partners. However it costs not only data pool fees, but will require also organizational efforts. The benefits promises to be great as well.

The event was made possible thanks to

Summary from 26.04.2012 seminar

According to the meeting for successful data synchronization (GDS) and solving master data (MD) quality issues in Baltics the following steps to be taken:

- Engagement and support from major Baltic retailers;

- Joint forces with GS1 member organizations in Baltics and other Industry associations support;

- Call ECR Baltic Global Data Synchronization and Master Data management working group (please join the group, here! and poll for the first meeting in July 2012, here!);

- "Our homework" align and standardize product cards between retailers and manufacturers;

- Connection of local suppliers to global trade via GS1 GDSN certified data pool(s) introduction in Baltics – choosing the proper solution that suits our Industry needs;

- EDI solution providers involvement for mapping business processes, information exchange and workflow integrations in-house and between trading partners.

What is and what is not master data management (GDSN certified data pools) and data synchronization?

For Retailers (RIMI case)?

For Manufacturers and Suppliers?

For Distributors?

For Industry Associations (GS1)?

For EDI solution providers?

Future extensions B2C and B2G?

Proposed data pool business models and functionalities (also costs)?

The solution providers offers are confidential and can be shared only between user companies.

Currently we have 3 offers for GDSN connection from (the offers will be sent via email):

Thank you