



SA2

WORLDSYNC

Master Data Services for Global Commerce

Master Data Item Synchronization Basement for all EDI

ETK
VALIO

SA2 Worldsynchron GmbH

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- SA2 Worldsynchron at a Glance
- GS1 Estonia – Status SINFOS in Estonia
- VALIO – Capturing Master Data with SA2 System SINFOS
- ETK – How to work with SINFOS
- Summarize and Discussion

- Mission & Principles
- Shareholders & Corporate Structure
- Customers & Geographical Reach
- GDSN Principles & Benefits
- Solutions & Technical overview

SA2 Worldsinc

- is the global leading data sync company, based on
 - global reach and local presence
 - high end technology
 - integrated solution approach
- is an active partner in international standardization within GS1
- is expert to ensure high data quality
- is the leading solution provider for integrated data services alongside the supply chain

Shareholders & Corporate Structure

Foundation of SA2 Worldsync GmbH (January, 1st, 2008)

Joint Venture, 3 Shareholders:

PIRONET NDH AG (Cologne),



Agentrics LLC (Alexandria / VA, USA),



GS1 Germany, (Cologne)



Asset deal through merging SINFOS GmbH and Agentrics GenSync



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Geographical Reach



Global Reach:

- 2,600 SA2 user companies
- 11,000 potential users via GDSN
- 2 Mio. transactions per year

Local Presence (Office Locations):

- Cologne, Germany (Headquarter)
- Alexandria, VA, USA
- London, Moscow, Japan

Geographical Reach – Europe – Your Neighbours

SINFOS

- Germany
- Austria
- Denmark
- Finland
- Estonia
- Poland
- Russia
- Ireland
- Romania
- Italy

- Spain
- France
- UK



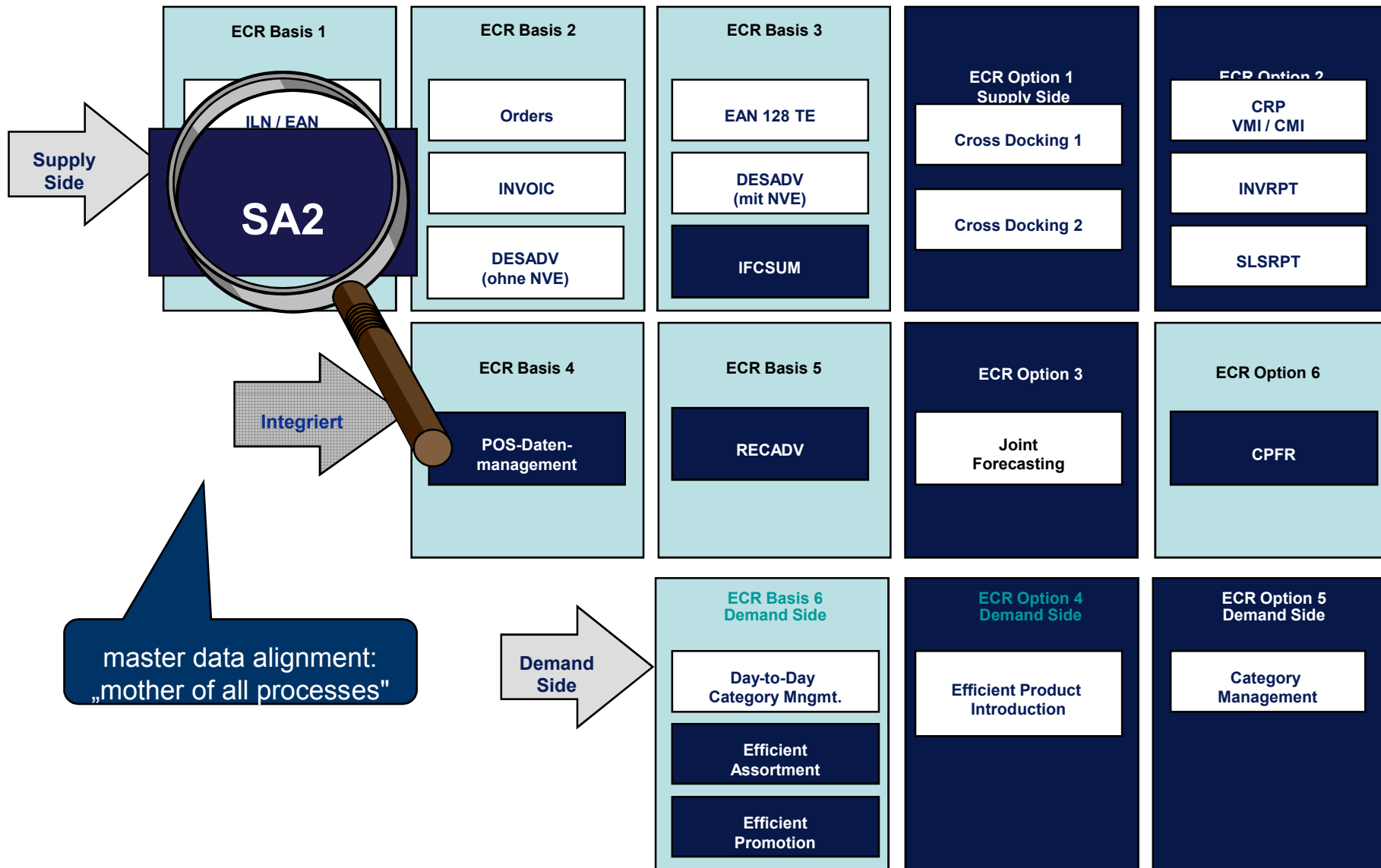
Retail Customers, extract



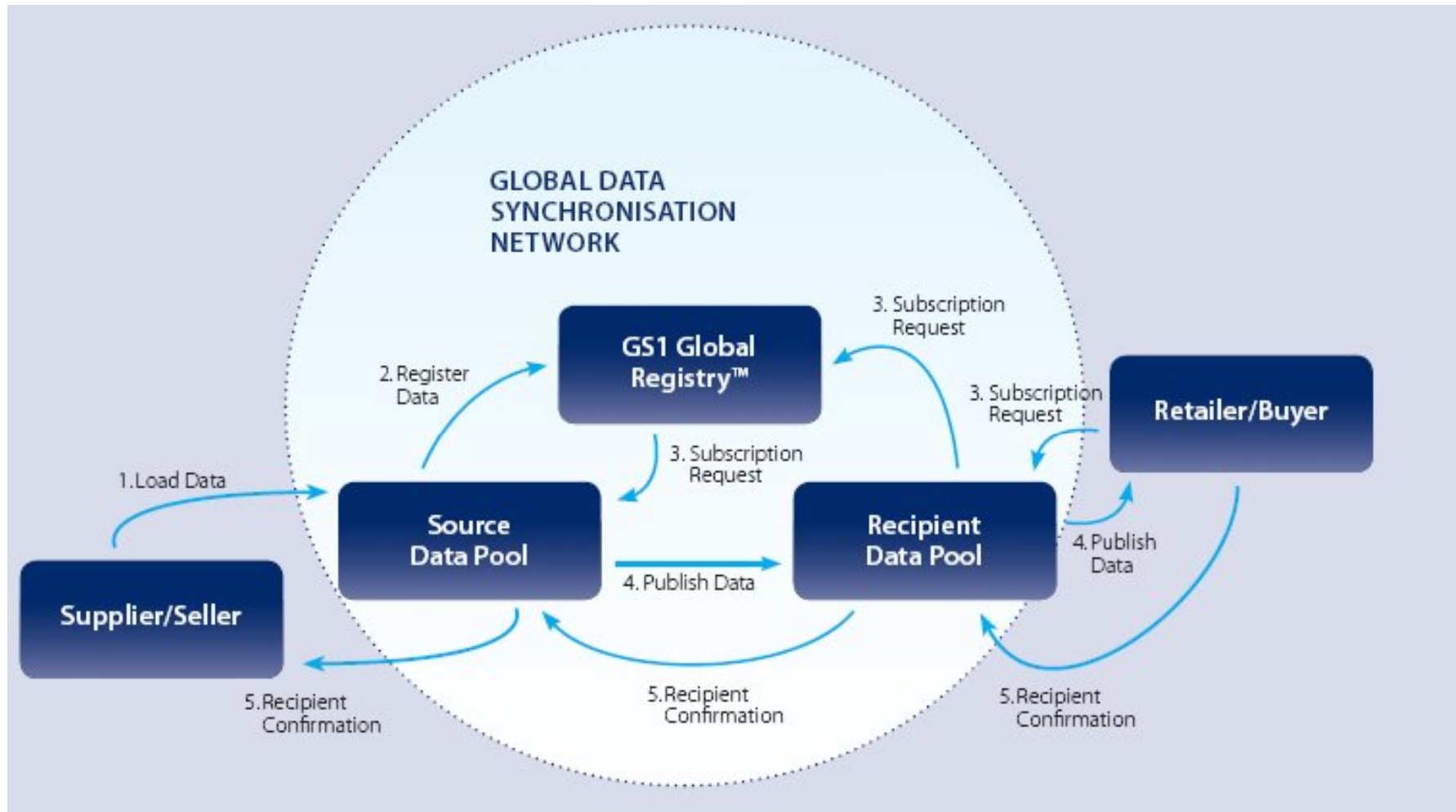
Supplier Customers, extract



Steps to become ECR



GS1 GDSN Principles and Benefits



Synchronizing accurate & properly classified data brings business benefits

Source: GS1.org

GDSN Principles – Retailer Benefits



Retailer Benefits, examples :

- Order & item administration: improved by 50%
- Coupon rejection at checkout: reduced by 40%
- Data management efforts: reduced by 30%
- Out-of-stock items: reduced from 8% to 3%

Source: Accenture and Cap Gemini

Benefits and opportunities for retailers

Better Category & Promotion Management

- Less need for local agents or intermediation
- Ability to expand supplier base
- Improved visibility for stock-level planning
- Simplified/enhanced category reporting
- Quicker and easier new item introductions
- Shorter lead time on product promotions
- Price changes or corrections easier to manage, less need for costly human intervention

Easier Administrative Data Handling

- Less in-store labour required: cost savings
- Less administrative personnel needed: cost savings
- Less time spent maintaining catalogues
- Less need for duplicate catalogues
- No need for cross-reference tables
- Fewer invoice disputes
- Fewer order defects
- Better fill rates

Smoother Logistics

- Savings from more accurate weights & measures
- Error-free shipment receiving
- Fewer return shipments
- Fewer backorders
- Less excess or "safety" stock
- Optimised location despatch
- Reduction in shrink

More Satisfied Consumers

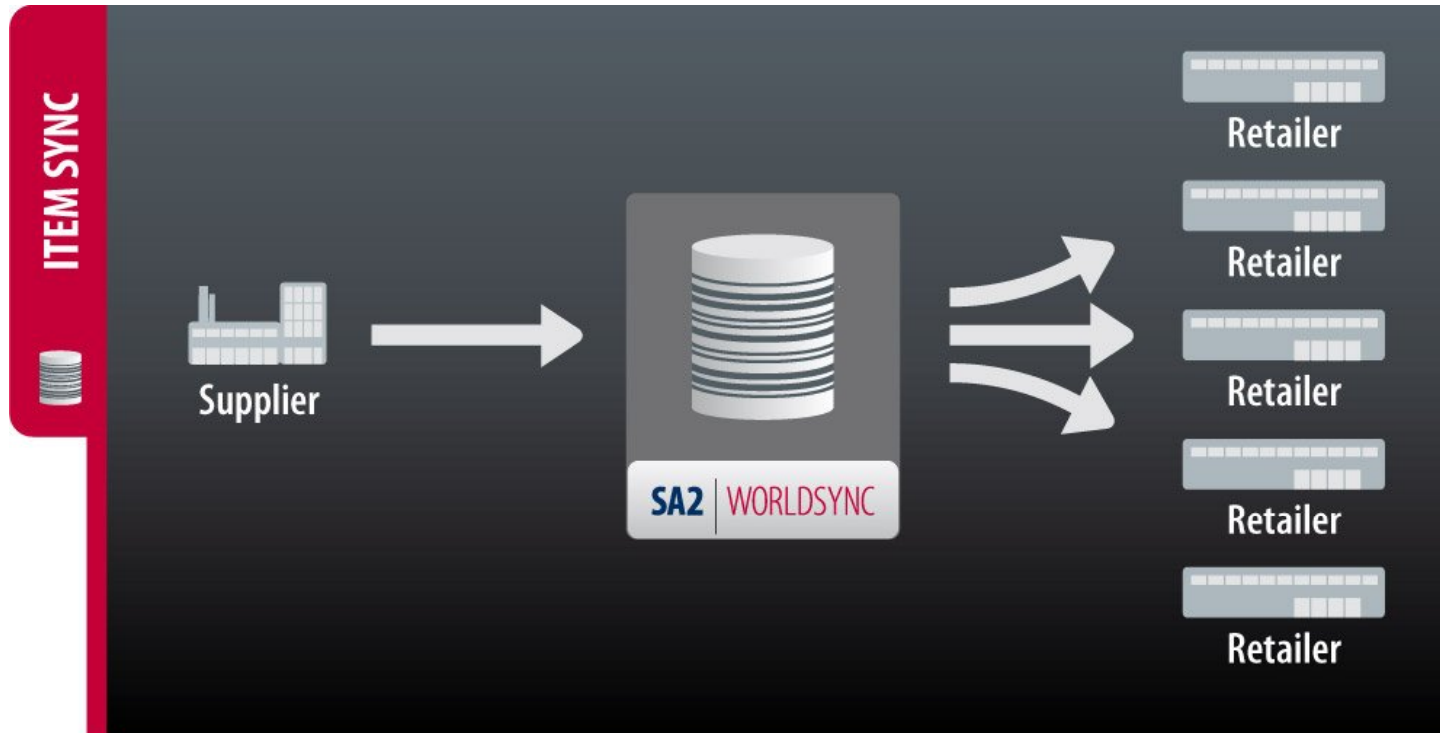
- Better on-shelf availability
- Quicker checkout times
- More promotions

Better Bottom Line

- Increased sales

Source: GS1.org

GDSN Principles – Supplier Benefit



Supplier Benefits, extract:

- Time-to-shelf: reduced of 2 to 6 weeks (average)
- Order & item administration: improved by 67%
- Item data issues in sales process: reduced by 25% to 55% (average)
- Quicker and easier new item introductions

Source: Accenture and Cap Gemini

Benefits and opportunities for suppliers

Better Category & Promotion Management

- Improved visibility for stock-level planning
- Maximised retail exposure and product posting
- Simplified/enhanced category reporting
- Quicker and easier new item introductions
- Shorter lead time on product promotions
- Easier to add or change catalogue items (or their prices)

Easier Administrative Data Handling

- No need for cross-reference tables
- Fewer invoice disputes
- Fewer write-offs
- Fewer accounts receivable
- Fewer order defects
- Fewer downstream shipping and billing discrepancies

Smoother Logistics

- Efficient order sizing from accurate weights & measures
- Easier order tracking and tracing
- Fewer return shipments
- Higher percentage of perfect orders
- Fewer emergency orders
- More accurate picking
- Optimised short-term planning

More Efficient Employees

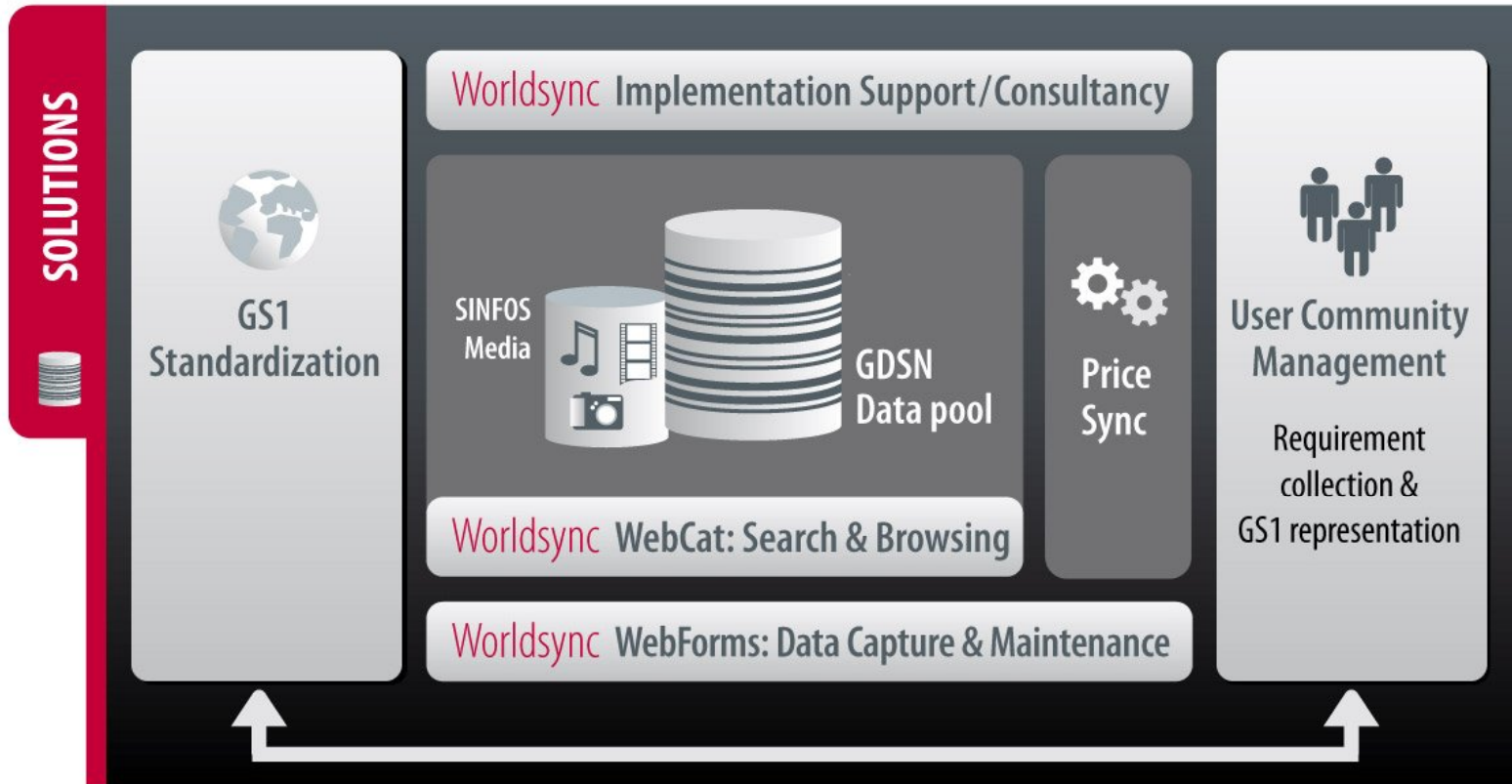
- Less administrative work means sales, buying & merchandising teams can focus on generating demand for product, growing business

Better Bottom Line

- Increased sales

Source: GS1.org

SA2 Solutions & Technical overview



SA2 Solutions & Technical overview

Worldsync Datapool

- GDSN certified
- Home data pool for leading global retailers
- Based on leading PIM technology
- Multilingual, Country extensions, vertical profiles



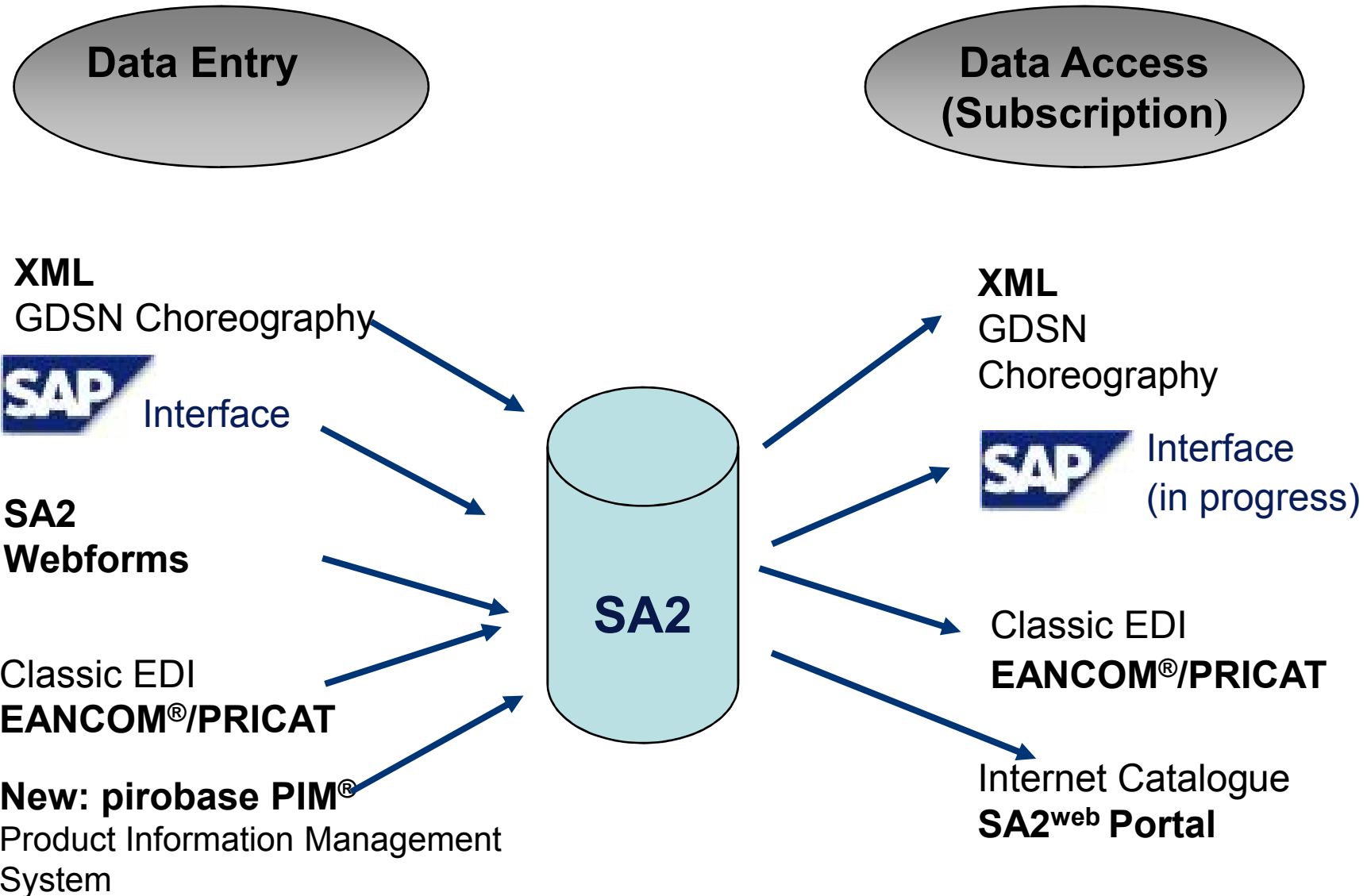
WebForms

- Web-based tool for online data capture and maintenance
- Easy-to-use, integrated validation rules

WebCat

- Search & Browse Functionality for item data and media data

DATA Entry and Access



Implementation Support & Consultancy

- multilingual
- Implementation documentation
- Education & training
- Helpdesk (24 x 5)
- User administration (in SA2 and in GDSN)
- Release Migration Assessment & -Support
- Data Capture- and Mapping Services
- Data Quality Diagnostics
- GDSN Readiness Assessment
- Project Management Support
- Customer Onboarding Campaigns



SINFOS Estonia

History

- Status in 2006
 - All suppliers in Estonia had to use different excel-sheets for retailers to provide them with master data (product information)
 - SINFOS was taken as a model. Retailers and suppliers agreed that 200 SINFOS attributes were enough to cover the needs of their internal database attributes
 - GS1 Estonia got a pre-contract from 3 big retailers and 19 suppliers
- Status in 2007
 - In April 2007 the Estonian profile in SINFOS was ready for use
 - In November 2007 four retailers sent out letters to around 500 suppliers with the information that they will start to use SINFOS from August 2008 and asked the suppliers to put in the data to DP by that time.

Today

- Status in 2008 (Status 16.10.2008)
 - 180 companies asked for information about SINFOS
 - 129 contracts have been sent out by GS1 Estonia
 - 96 contracts came back – signed
 - 327 employees from 86 companies participated in the training sessions held by GS1 Estonia
 - 6200 Gtin's are available (Status 16.10.2008)
900 additional Non public products
 - Retailers contracted with GS1 Estonia:
ETK, A-Selver, RIMI, Prisma Peremarket
- Two retailers started in October 2008 with Data transfer

SA2 Worldsinc

- No.1 in item data sync, worldwide
- Partner of both, leading retail companies and suppliers of any size
- Global reach and local presence
- High end technology expertise
- Wide array of services beyond item sync
- Seamless PIM integration for Master Data Management



SA2



WORLD SYNC

Master Data Services for Global Commerce

**Thank you for your
Attention.**



ECR *Baltic*
Efficient Consumer Responce

**Efficiency through EDI and Automatic Data
Processing**

