

Advantages of using SINFOS for suppliers

Common benefits

Benefits of using SINFOS:

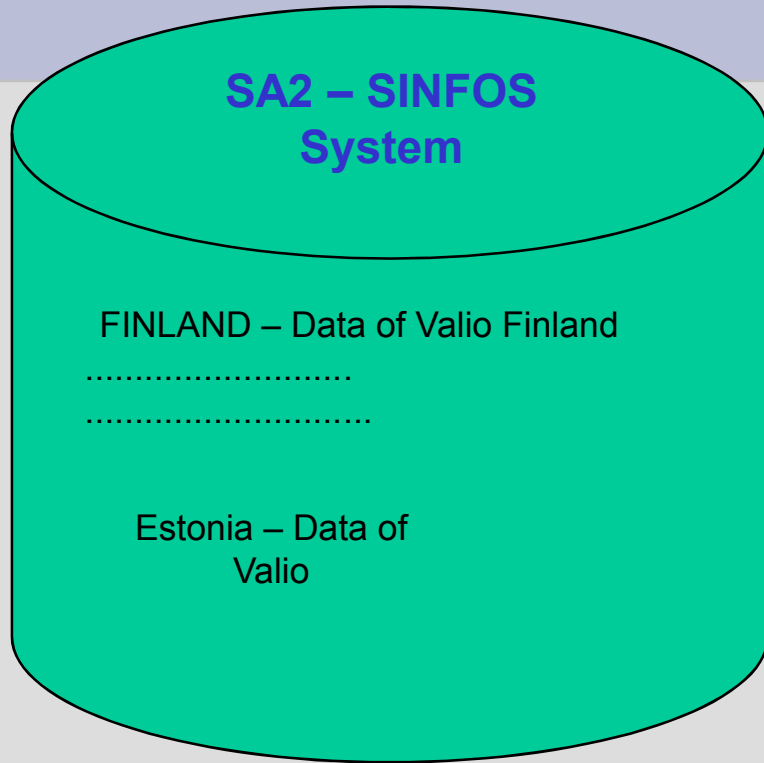
- Only onetime to capture products
- Automatically the data is delivered to all retailers, no more EXCEL sheets or other paper forms for different retailers
- Suppliers will save money and time, and minimize problems caused of missynchronization of product data
- Using Sinfos -> same principles worldwide of organizing master data, structure, classification, codes etc.
- New level of communication between supplier and retailer (sales information, customer identification etc.)

Additional benefits for international company

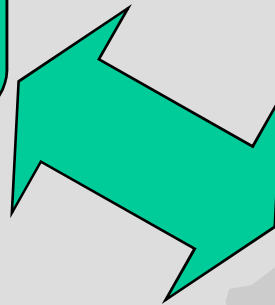
1. International company – producing units in different countries (eg. Valio, Felix, Atria)
2. Special benefits – captured products in one country are useful in the others:
 - Copy to Webforms – can be used if product data are already inside of SINFOS (case: Finland -> Estonia, Estonia -> Finland)
 - Copy Products – supplier can use own products in Webforms to copy them

Case: VALIO

Using Data of the mother company in Finland



Valio Estonia is searching product with SINFOS WebSearch and Browse in Finland

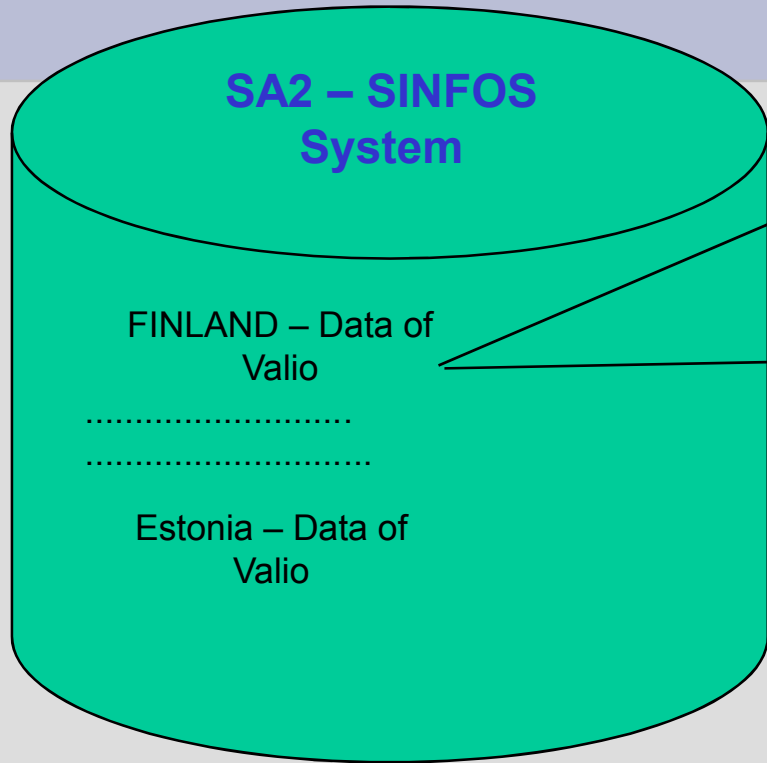


VALIO Estonia



VALIO is using SINFOS WebSearch and Browse

Using Data of the mother company in Finland



SA2 - SINFOS System

FINLAND - Data of Valio

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.....

Estonia - Data of Valio

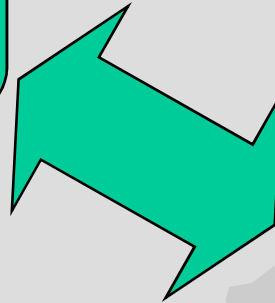
Valio Estonia found products
Example:

GTIN

Name of Product

6408430038053

VALIO POLAR 9 % 200G SPREADABLE

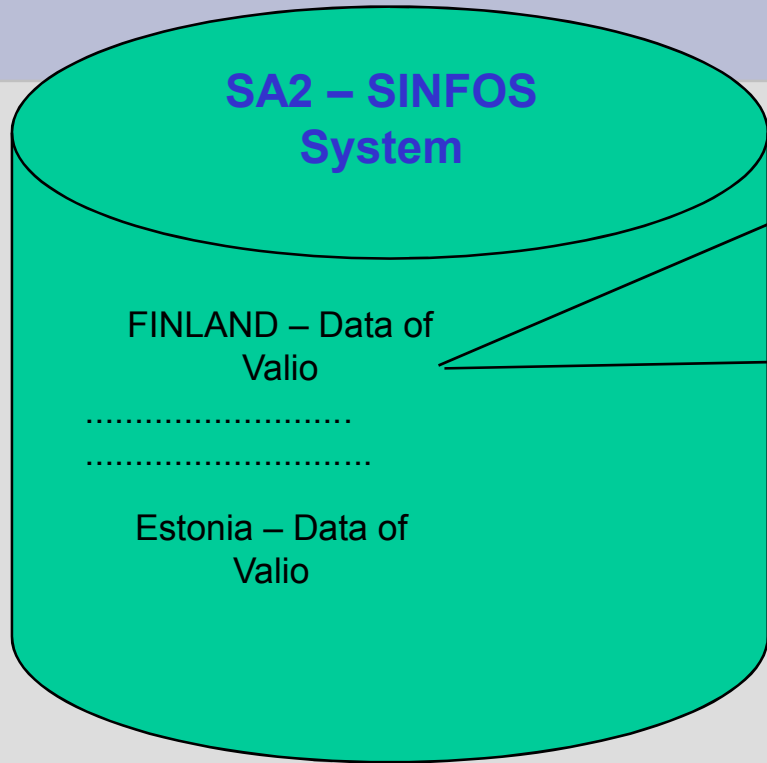


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**SA2 – SINFOS
System**

FINLAND – Data of
Valio

.....
.....

Estonia – Data of
Valio

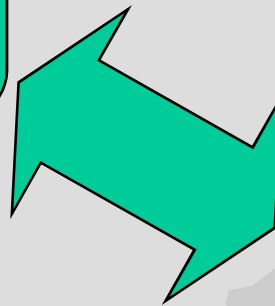
GTIN

6408430038053

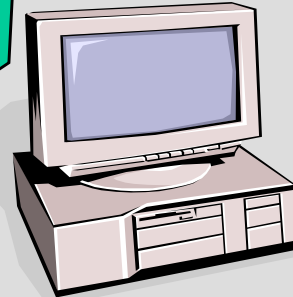
**Function Copy to WebForms
Into Estonian Profile**

Name of Product

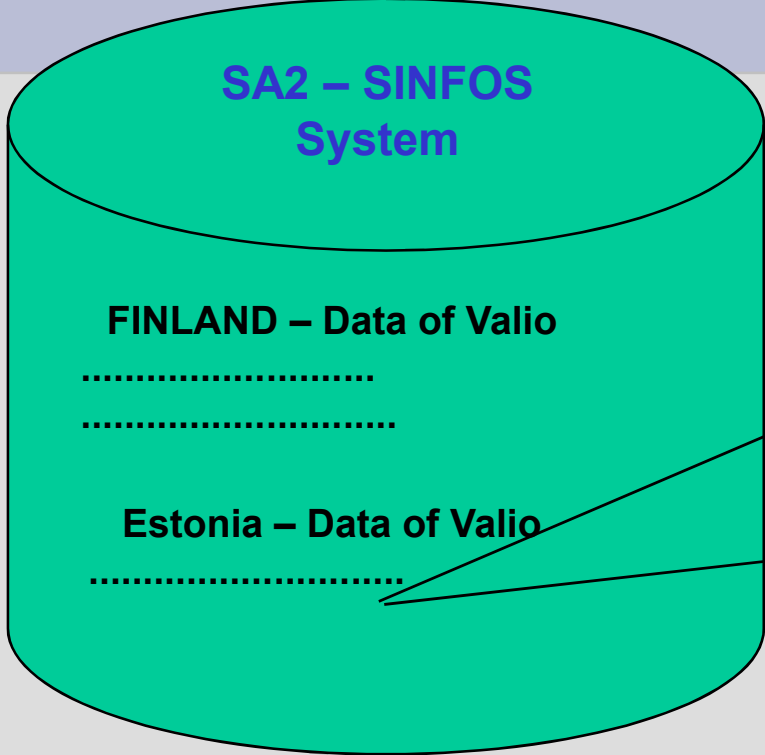
VALIO POLAR 9 % 200G SPREADABLE



VALIO Estonia

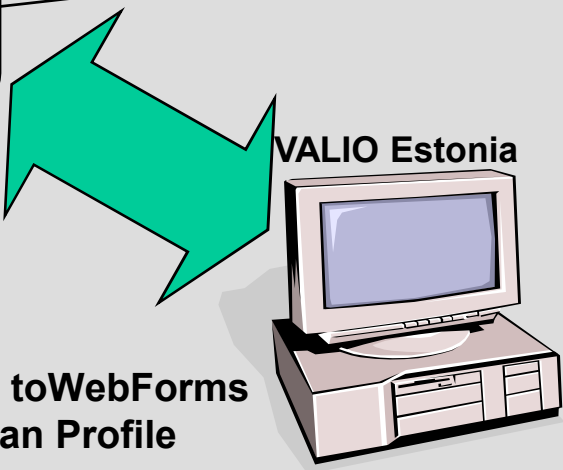


**VALIO is using SINFOS
WebSearch and Browse**

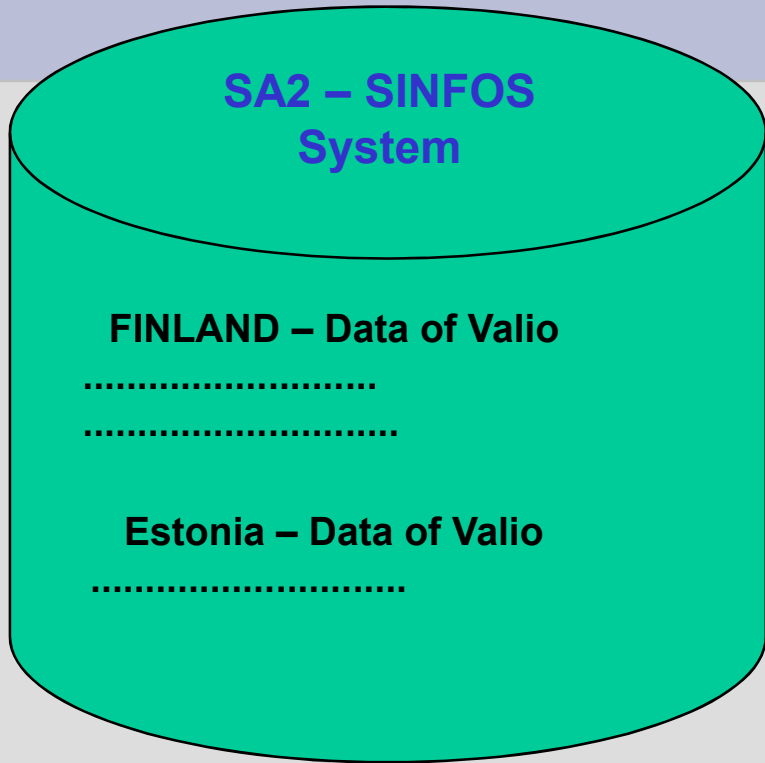


Now data is in Estonian profile

GTIN	Name of Product
6408430038053	VALIO POLAR 9 % 200G SPREADABLE

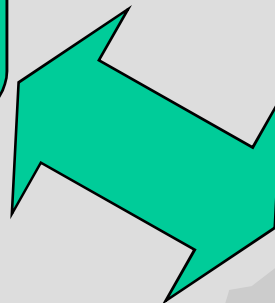


**Function Copy toWebForms
Into Estonian Profile**

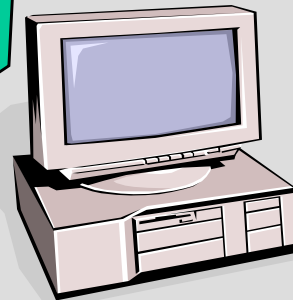


Valio staff in Estonia change VAT and additional language for Name of Product, Brandname and so on

GTIN	Name of Product
6408430038053	VALIO POLAR 9 % 200G SPREADABLE

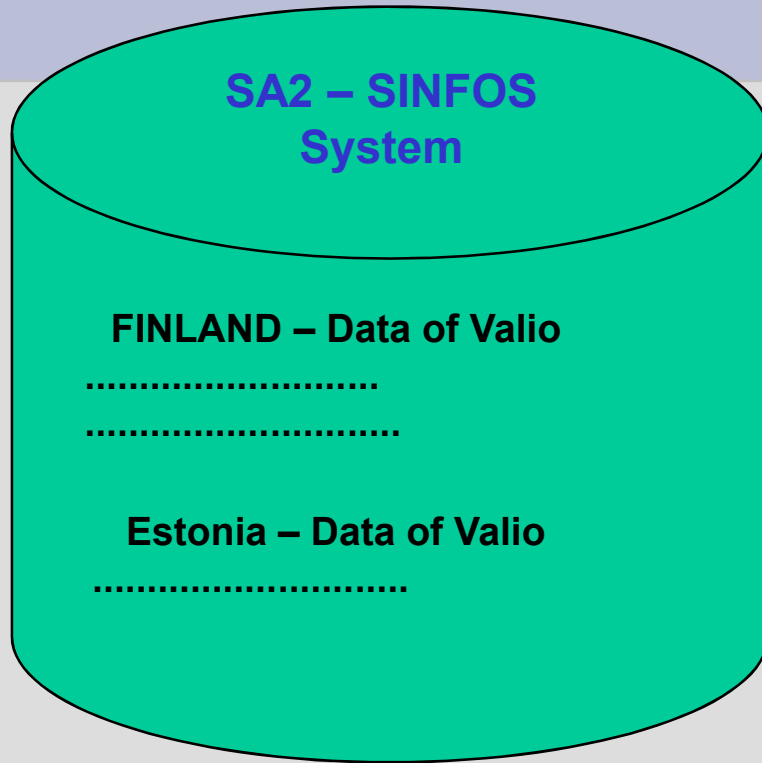


VALIO Estonia



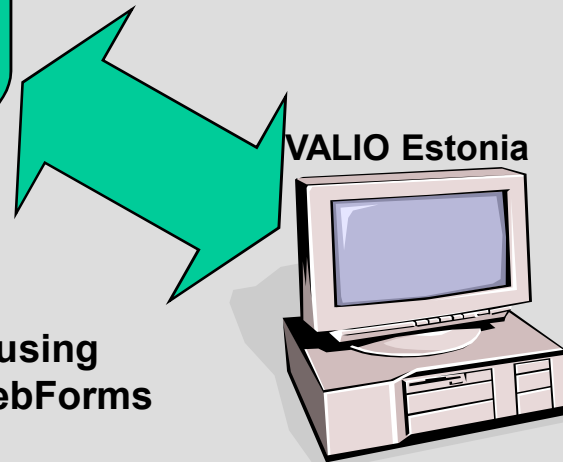
Now Valio is using SINFOS WebForms

Manuel Data Capture



For all products/Articles which cannot be copied from Finland, because these are local products of Estonia

Valio use SINFOS Tool WebForms to capture the data manual



Summary

Capturing of Product Data by SINFOS is advantageous to all size and profile of companies

Estonian experience:

- Creating product data in SINFOS is not so simple, it needs special training and work with classification (GPC etc.)
- Effective usage of Sinfos needs special program link between Sinfos and product databases of the company



ECR *Baltic*
Efficient Consumer Responce

Efficiency through EDI and Automatic Data Processing

