



Master Data Management (Data Pool) seminar and meeting with solution providers

26.04.2012, Radisson Blu Hotel Latvia, Riga
Start at 10:00

Thanks to

SA2 | **WORLDSYNC**



saphety 
PURCHASE-TO-PAY SOLUTIONS

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Participants and speakers:



Participants list: 26.04.2012 Master Data Management (Data Pool) Seminar and Working Group meeting

Name:	Company Name
Birgit Patterer	AB Kraft Foods Lietuva
Evaldas Čiukas	AB Kraft Foods Lietuva
Jurgita Kelpsiene	AB Kraft Foods Lithuania
Ieva Darviņa	ACNielsen Latvia
Iveta Pukse	ACNielsen Latvia
Inga Grinmane	Aldaris AS
ALEKSANDRS KRAČKOVSKIS	B.P.P.TIRDZNIECĪBA
Egils Veiss	Baltic Logistic Solutions SIA
Paulis Dalbergs	Cido Grupa
Alina Goretskaya	ECR Russia
Maximilian Musselius	ECR Russia
Irina Drozdova	EDAKS
Niina Štšetnikova	Edisoft Baltic OÜ
Aleksei Dobrošman	Edisoft Baltic OÜ
Mihhail Ralkin	Edisoft Baltic OÜ
Liene Saurina	GS1 Latvia
Indre Lasioniene	GS1 Lithuania
Audrius Kemesis	GS1 Lithuania
Mats Wennebo	GS1 Sweden
Edgars Fortiņš	Janis Roze SIA
Ligita Turnere	Latvian Food Manufacturers Association
Pēteris Liniņš	Latvian Food Manufacturers Association
Henriks Danusevics	Latvian Retailers Association
Evita Markus	L'Oreal Baltic SIA
Sarunas Bakstys	Maxima Group
Dalia Sunklodaite	Nestle Baltics
Viktorija Galaktionova	NML GROUP SIA
Inese Bertulane	Nutricia SIA
Jānis Indāns	Premia FFL AS
Robert Viira	Prisma Peremarket AS
Alīna Ivanova	Rimi Baltic
Kaimo Sirak	Rimi Baltic
Aīga Priede	Rimi Baltic
Zane Silina	Rimi Baltic
Jürgen Staeder	SA2 WORLDSYNC
Rolf Stark	SA2 WORLDSYNC
Fernando Pereira	Saphety
Jacob Goldman	Sonata Enterprise Inc. Filiale Latvija
Sandis Laizāns	STATOIL
Pāvels Burbickis	UAB "PALINK"
Marcin Lobejko	Unilever Baltic LLC
Agnese Niedra	Unilever Baltic LLC
Татьяна Черя	Литва
Renāta Petrova	VENDEN Ltd.
Edgars Pētersons	EUGESTA un Partneri
Mindaugas Monstavičius	Jupoja statybinės medžiagos
Donatas Šemiotas	Jupojos technika
Edgars Pentjušs	ECR Baltic
Anda Kalnina	ECR Baltic
Valdis Zītaris	TELEMA



How we will work today?

LANGUAGE: Primary ENGLISH. Moderator is here to help – so that we do not feel any language barriers for Q&A.

AGENDA IN A NUT SHELL:

- Proof of concept: Global Data Synchronization (Retailers/Manufacturers point of view)
- How we can get there: summary of the best practice
- Lunch break down 1st fl. (restaurant Esplanade)
- Solution providers presentations:

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- Summary of the meeting



DETAILED AGENDA, 1st part:

9:30 Registration and welcome coffee

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10:00 Introduction (Quality master data management issues) *Edgars Pentjušs*

10:20 Retailers and manufacturers benefits and expectations for using data pool (data synchronization).

* Kraft Foods CEE: Talking about GDS by Birgit PATTERER Customer Supply Chain Development CEE/MEA

* Prisma expectations for data pool by Robert Viira, Baltic IT Manager

* RIMI Data Pool expected benefits for retailers by Zane Silina, RIMI Baltic

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11:30 (20 mins) Coffee break



DETAILED AGENDA, 2nd part:

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11:50 Implementation of data pool (business case examples from other Countries):

- * Manufacturers and user benefits of managing master data in data pools – ECR Russia business case by Maximilian Musselius, ECR Russia CEO, Co-Chair ECR Europe NI
- * GDSN experiences Unilever Poland and Baltic countries by Agnese Niedra, Unilever Baltics
- * Summary of previous ECR Baltic meetings and experience from other GS1/ECR members organizations by Edgars Pentjuss, ECR Baltic

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12:40 Lunch (50 min)

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DETAILED AGENDA, 3rd part:

13:30 Meeting (interview 1h) of the provider # 1 SA2 | Worldsync

14:30 Technical break (10 mins)

14:40 Meeting (interview 1h) of the provider # 2 Edisoft

15:40 Technical/Coffee break (20 mins)

16:00 Meeting (interview 1h) of the provider # 3 Saphety

17:00 Technical break (10 mins)

17:10 Summary of the Day and decision about next steps (Calling data synchronization working group, pilot projects, defining necessary functions and service levels of data pool, evaluation of existing solutions, alignment of attributes, choosing data pool and business model).

17:30 Closure



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**

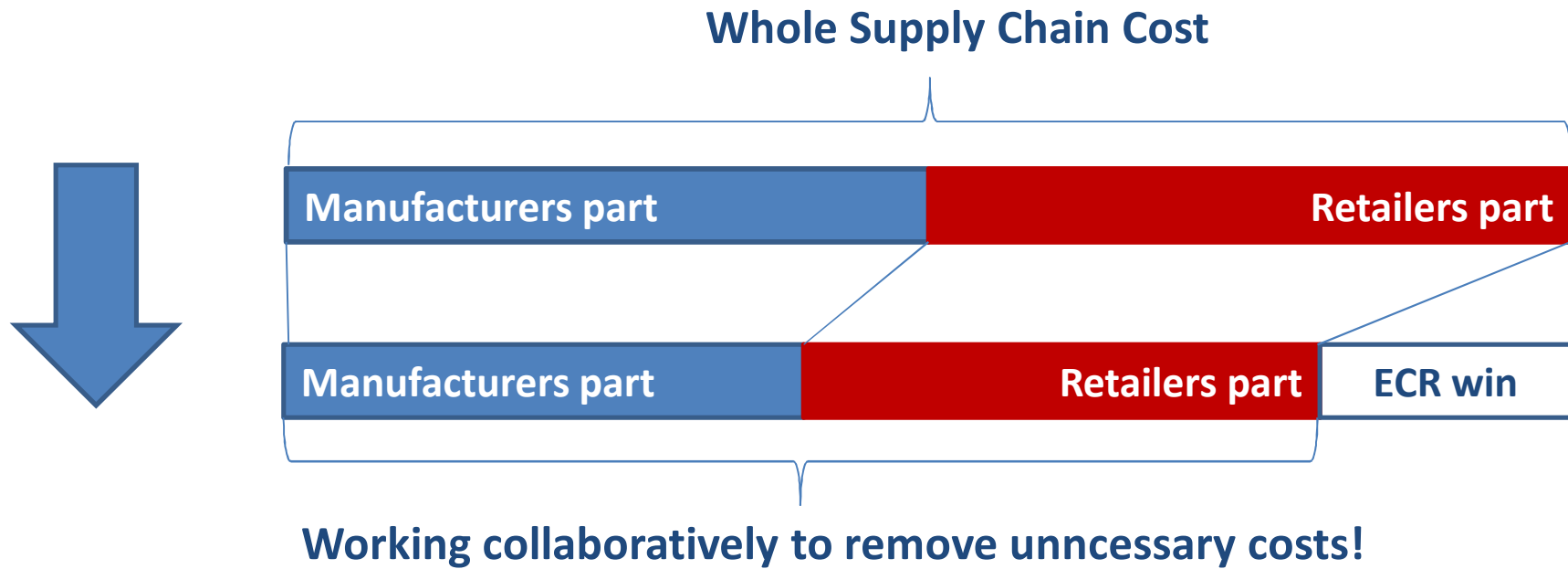
supply chain efficiency

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

Win - Win



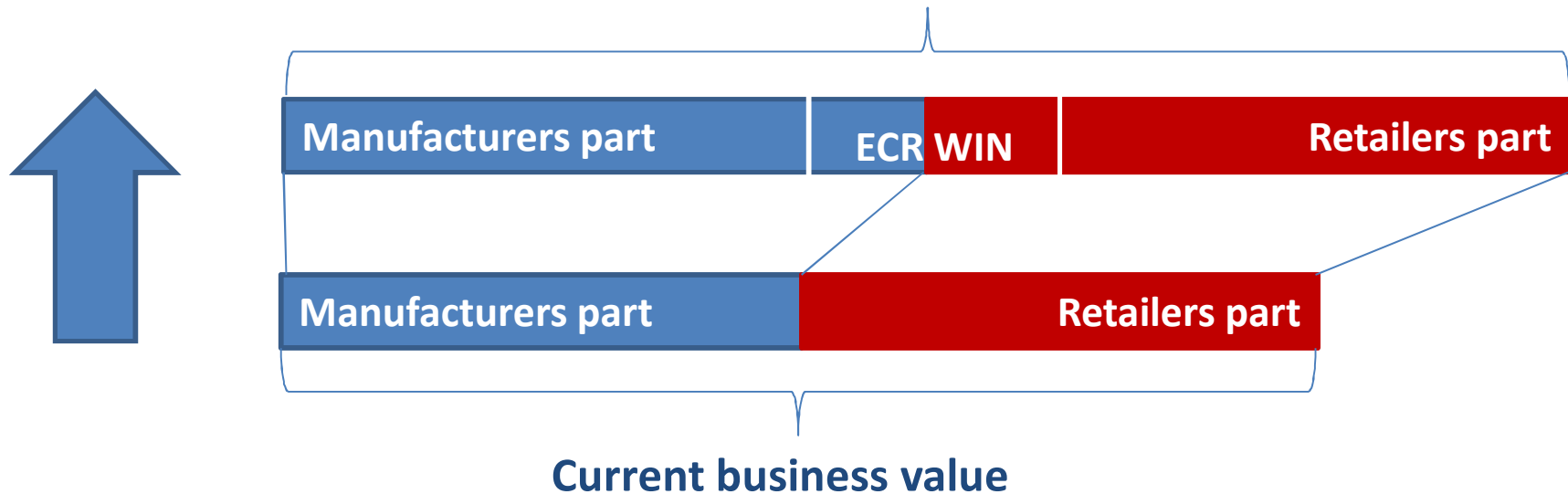
How does ECR work on supply side? Cutting Costs!



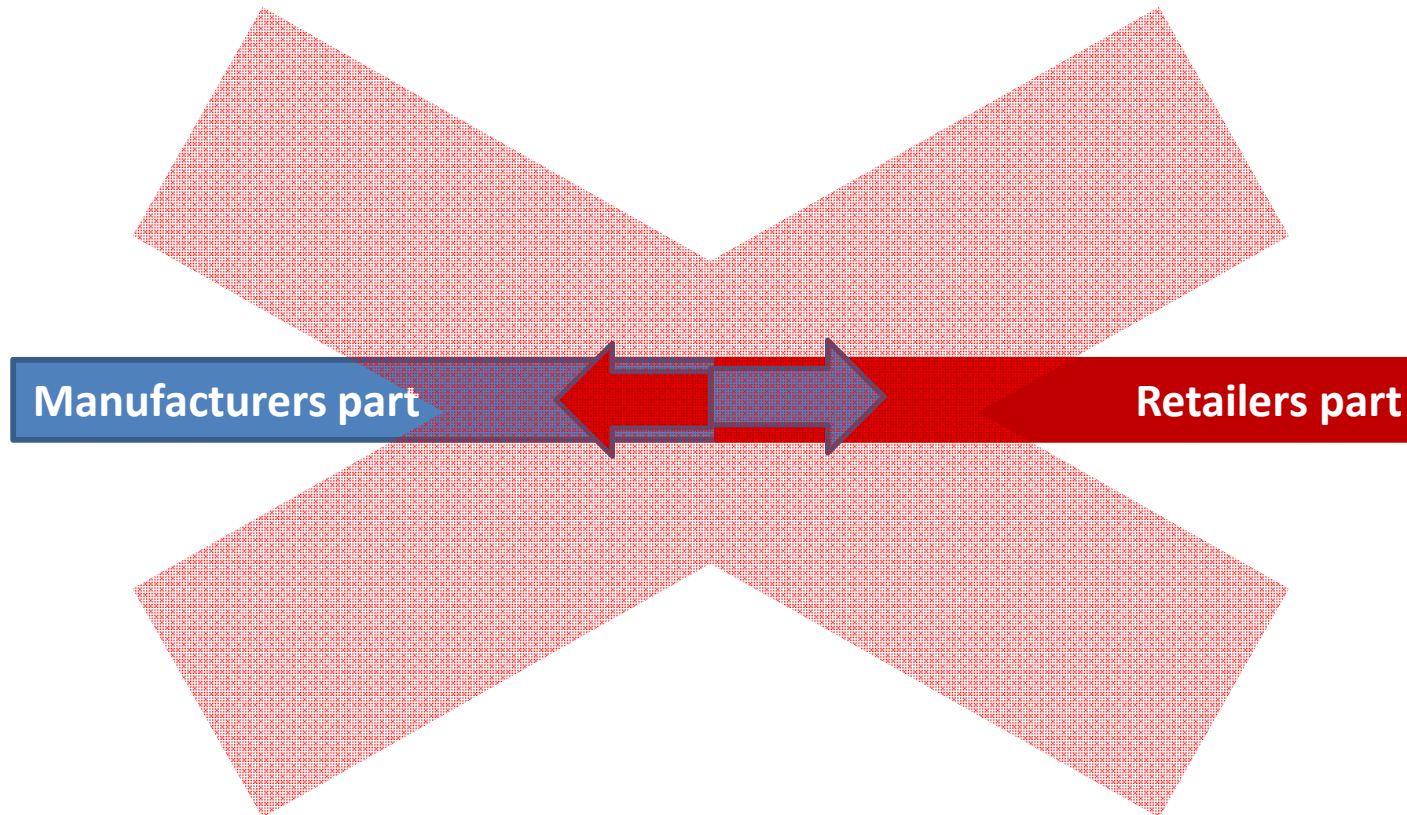


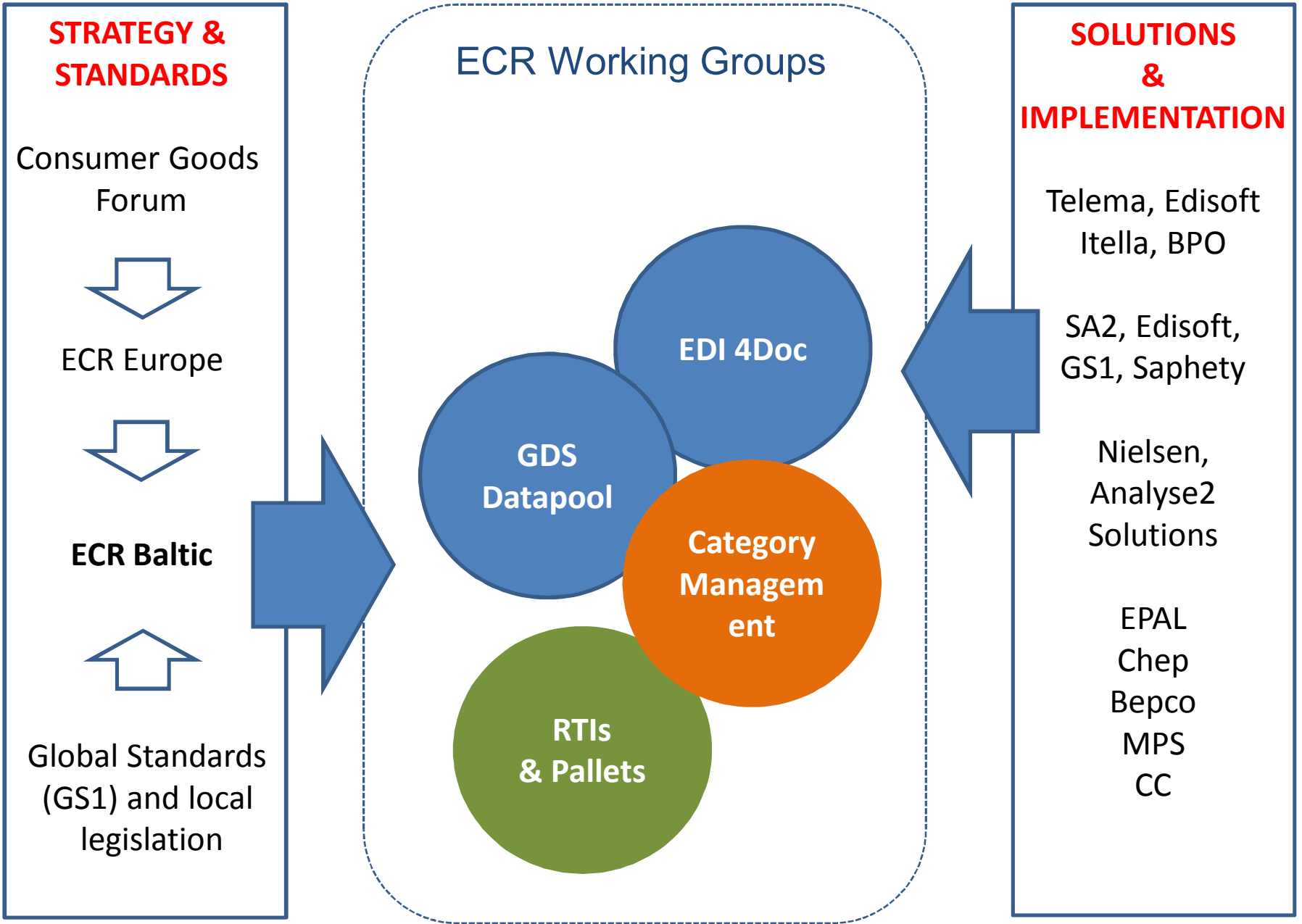
How does ECR work on demand side? Growing Demand!

Working collaboratively to focus on consumer/shopper needs



Not moving costs and profit part back and forth!







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 identified 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)		
<i>CAPITAL LETTERS, MAX 40 SYMBOLS</i>	<i>CAPITAL LETTERS, MAX 40 SYMBOLS</i>	<i>CAPITAL LETTERS, MAX 40 SYMBOLS</i>	<i>CAPITAL LETTERS, MAX 40 SYMBOLS</i>	<i>pick from dropdown</i>		<i>kg</i>	<i>kg</i>	<i>Length</i>	<i>Width</i>	<i>Height</i>

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



Aligned product card sample ECR Poland

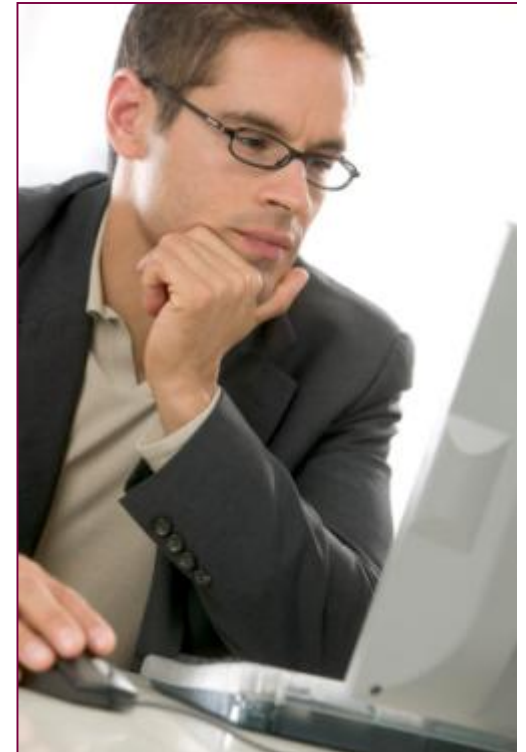
Wspólna Karta Produktowa		Wzór 4,00		Uwaga:		pola pomarańczowe są obowiązkowe												
CPC - Common Product Card						pola różowe są wymagane zależnie												
Data obowiązywania danych	9/27/2010	Status karty	N- Nowa		GTIN zastąpionego produktu													
	Dostawca		Producent		5909000790528													
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: mąka żytnia 80%; mąka pszenna 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	000000000	Kraj pochodzenia	PL Polska		Waga brutto palety [kg]		900											
Opis	GTIN	Głębokość [mm]	Wysokość [mm]	Szerokość [mm]	Waga / objętość netto	Jednostka 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.»
 - Supervalu: « 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





Thank you

