



ECR Europe

Cooperation with GS1 in Europe & Project Results

- **Cooperation Model ECR Europe and GS1 in Europe**
Xavier HUA, ECR Europe
- **BIC – The Bridge between GS1 in Europe and ECR Europe**
Jörg Pretzel, GS1 Germany
- **POS Data Sharing Project**
Jochen Rackebrandt, Kraft Foods
- **GDSN & Data Quality Project**
Ghislain Esquerre, Carrefour

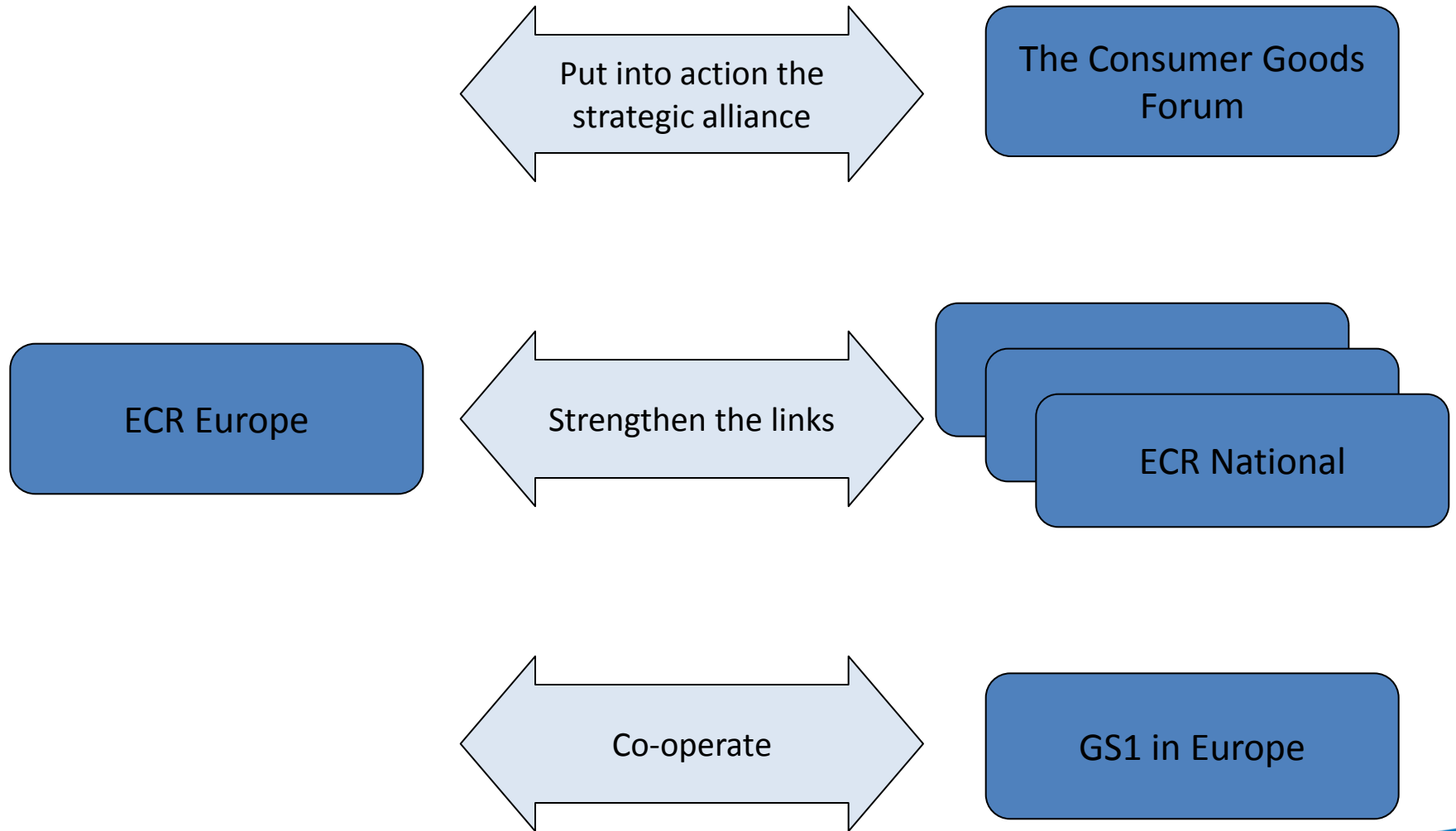


ECR Europe – GS1 in Europe Cooperation model

Xavier HUA

19th October 2011

ECR Europe relations with partner organisations



- **Bilateral communication on respective events and activities**
- **Ensure coordination for current activities and decide on the relevant leadership**
- **Adapt global topics to the regional / national levels**

ECR Europe and ECR Nationals

“Strengthen the links”

- **Confirm ECR Europe as the federation of ECR in Europe**
 - Build ECR Community for its companies members (thought leadership)
 - Provide a clear and updated vision on deployment of practices across all European countries (benchmark)
 - Drive adoption of identified best practices across all countries in Europe

- **Quantify the value of Europe for Nationals**
 - Platform for sharing and exchange of practices
 - Increased visibility on vision / projects / members
 - Harmonize project management

- **Qualify the activity to be performed at European level**
 - Thought leadership, ex: Consumer & Shopper Journey
 - Expert Group, ex: Shrinkage, OSA
 - Benchmark Group, ex: GDS

ECR Europe and GS1 in Europe

“Co-operate”

- **Communicate on ECR and GS1 respective role and mission**
 - Ensure the right level of understanding from company members
 - Ensure the right level of understanding from local GS1 and ECR organisations, especially when they form one entity

- **Join forces to increase value for members**
 - Define the right level of leadership
 - Use of standards to support process implementation : ex GDSN
 - Definition of business requirements for solution usage : ex Mobile Commerce

- **Focus on deployment and usage**

Current areas of co-operation at European level

➤ **Mobile Commerce**

- Several local initiatives are taking place, involving ECR and GS1 at country level
- Topic is being discussed within the “ECR National Initiatives” meeting

➤ **GDSN**

- Merge of the 2 previous working groups into a single one
- Focus on implementation

➤ **POS Data**

- Joint document distributed during ECR Europe conference in April 2011
- Enabler for On Shelf Availability improvement



Video





ECR Europe Business Information Committee (BIC) – The Bridge between GS1 in Europe and ECR Europe

Jörg Pretzel

19th October 2011

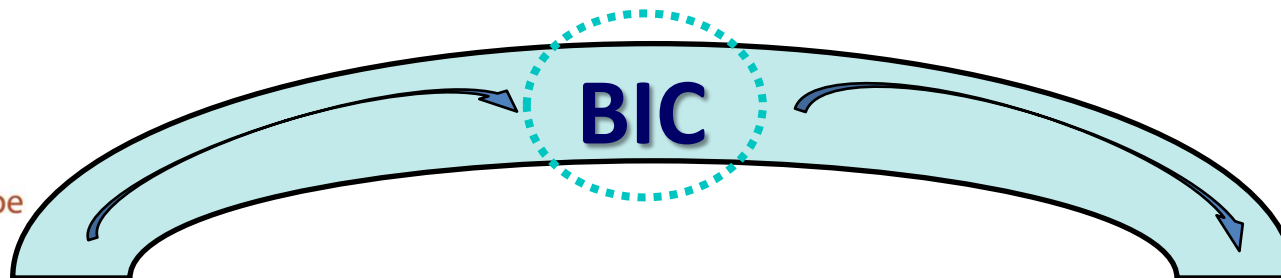
The ECR Europe BIC aims to

drive implementation & adoption

of priority enabling technologies and standards for 2011 and beyond in the area of business information.



- Focus areas – “The 3 D”
 - Global **D**ata Synchronization (GDSN)
 - **D**ata Quality
 - POS **D**ata Sharing



Focus on ***common key priorities***
and ***implementation***



Overcome existing ***obstacles*** to implementation
and promote ***best-practices***



Link to and ***align*** with
other ECR Europe committees and GS1 in Europe



Retailer Co-Chair:
Mr. Ghislain Esquerre



Manufacturer Co-Chair:
Mr. Jochen Rackebrandt



➤ **We are working on the *same strategic key issues*:**

- GDSN
- Sustainability
- Mobile Commerce
- POS Data Sharing
-

- **Avoid overlaps and duplication of work**
- **Strong focus on benefits for user companies**
- **European key platform for users**



POS Data Sharing Subgroup *Supervised by GS1 Germany*



- 1) **Brochure** on POS data benefits:
 - « POS DATA Sharing – The Path to joint value creation », with :
 - POS data mapping (within a smart matrix)
 - 5 business cases on POS Data Sharing benefits
- 2) Draft **White Paper**
“POS Data Sharing for Dummies”
- 3) Maturity self-assessment **questionnaire**

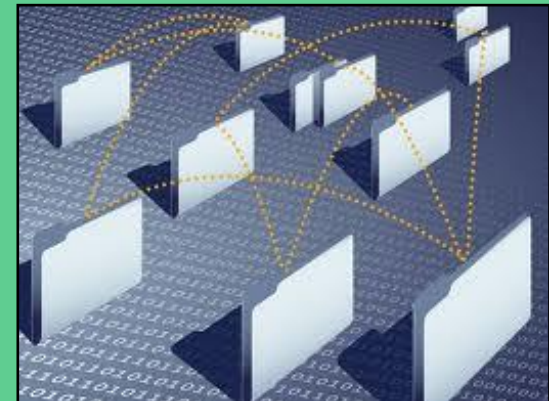


GDSN & Data Quality Subgroup

Supervised by GS1 France



- 1) **Merger** of GS1 in Europe and ECR Europe GDSN groups
- 2) **Definition** of roles and responsibilities for making deployment easier among involved companies
- 3) European GDSN Deployment **Dashboard**
- 4) **Brochure** on GDSN implementation based on the deployment model (on going)



- Stronger **visibility** of ECR Europe BIC within ECR Europe and GS1 in Europe MOs
- Stronger **engagement and commitment** of current and future BIC members
- Stronger **collaboration** of BIC committees
- Better **alignment** of key topics and initiatives between ECR Europe and GS1 in Europe



- GS1 in Europe **MOs** play a **key role** for ECR Europe:
 - aligning national and European topics,
 - involving your MO as well as your users in relevant European issues,
 - bringing the results to your local market (driving adoption).

- **Agenda setting!**

Feed in your and your user's ideas and initiatives.

- **Gain more leverage!**

Use ECR Europe as a platform for European initiatives.



Get involved !



Business Information Committee

POS Data Sharing

Jochen Rackebrandt

19.10.2011



Sharing downstream data

Efficiency

Effectiveness

Revenue



- ▶ More and more retailers are sharing data with their trading partners
- ▶ Technology barriers are disappearing quickly, with solutions now able to handle this data and translate it into value
- ▶ Both data quality and awareness have increased, thanks in part due to data synchronization

Cases of value

Use case	Benefit potential
On-Shelf Availability	2% improvement in on-shelf availability
Inventory Management	10-15% reduction in inventory
Forecasting	10% increase in forecast accuracy
Shopper Insights/ Category Management	More effective, fact-based category management

ECR Europe
Efficient Consumer Response

The value in Data Sharing

There's no 'right angle' in data sharing with data sharing and monetization underpinned by open standards, other stakeholders, a shared vision of common data and open access to a common data platform, a shared vision of common data and open access to a common data platform, a shared vision of common data and open access to a common data platform...

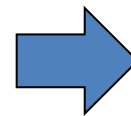
CASE STUDIES

- OSM - Reducing OSM Storage Costs - Lead Sharing Advantages**
- Inventory Management - Using 3D Inventory Levels Advantages**
- Reducing Working Inventory - Reducing Working Inventory Advantages**
- Category Management - Proactive Insights - Making Working Inventory Optimized**
- OSM - POS Data Sharing for Value**



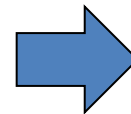
VALUE CREATION OPPORTUNITY		OSA			INVENTORY MANAGEMENT			FORECASTING			CATMAN/SHOPPER INSIGHTS		
MATURITY LEVEL		BASIC	MEDIUM	ADVANCED	BASIC	MEDIUM	ADVANCED	BASIC	MEDIUM	ADVANCED	BASIC	MEDIUM	ADVANCED
FRAMEWORK	SCOPE OF DATA BEING SHARED	OWN			OWN			OWN			OWN		
	PRODUCT GRANULARITY	ITEM			ITEM			ITEM			ITEM		
	GEOGRAPHIC GRANULARITY	STORE			NATIONAL	DC	DC/STORE	NATIONAL	DC	STORE	NATIONAL	REGIONAL	STORE
	TIME GRANULARITY	DAILY			WEEKLY	WEEKLY	DAILY	WEEKLY	DAILY	DAILY	WEEKLY	WEEKLY	DAILY
	DELIVERY FREQUENCY FOR MASTER DATA	NO DATA SHARED	PERIODICAL	WHEN NECESSARY	NO DATA SHARED	PERIODICAL	WHEN NECESSARY	NO DATA SHARED	PERIODICAL	WHEN NECESSARY	NO DATA SHARED	PERIODICAL	WHEN NECESSARY
	DELIVERY FREQUENCY FOR TRANSACTIONAL DATA	WEEKLY	DAILY	DAILY	WEEKLY			WEEKLY	WEEKLY	DAILY	WEEKLY		
	DELIVERY LAG	WEEK+1	DAY+2	DAY+1	WEEK+1	WEEK+1	DAY+1	WEEK+1	WEEK+1	WEEK+1	WEEK+1	WEEK+1	WEEK+1
FORMAT/TRANSMISSION MODE	EDI/Excel	EDI/Portal	Multiple Options	EDI/Excel	EDI/Portal	Multiple Options	EDI/Excel	EDI/Portal	Multiple Options	EDI/Excel	EDI/Portal	Multiple Options	
VALUE CREATION OPPORTUNITY		OSA			INVENTORY OPTIMIZATION			FORECASTING			CATMAN/SHOPPER INSIGHTS		
MATURITY LEVEL		BASIC	MEDIUM	ADVANCED	BASIC	MEDIUM	ADVANCED	BASIC	MEDIUM	ADVANCED	BASIC	MEDIUM	ADVANCED
MASTER DATA	STORE DEMOGRAPHICS												x
	STORE OPEN FLAG			x			x					x	
	PRODUCT RANGE FLAG			x			x					x	
	PROMOTION FLAG												x
	PLANOGRAMME SIZE		x	x									x
	SHELF SPACE (UNITS)												x
	MINIMUM ORDER QTY (DC)				x	x	x						
	MINIMUM ORDER QTY (STORE)			x			x						
	LEAD TIME (DAYS)			x			x						
	STORE SAFETY STOCK (UNITS)			x			x						
DYNAMIC/ TRANSACTIONAL DATA	SALES (UNITS)	x	x	x	x	x	x	x	x	x	x	x	x
	SALES (VALUE)		x	x								x	x
	PROMOTIONAL SALES (UNITS)					x	x			x	x	x	x
	PROMOTIONAL SALES (VALUE)												x
	STORE STOCK (UNITS)	x	x	x	x	x	x		x	x			
	STORE ORDERS (UNITS)			x		x	x						
	STORE RECEIPTS (UNITS)			x			x						
	EXPECTED QUANTITY (UNITS)			x									
	PROPOSED ORDER QUANTITY (UNITS)						x						
	MISSING QUANTITY (UNITS)			x									
	ONGOING QUANTITY (UNITS)			x									
	WASTE (UNITS)			x				x					x
	WASTE (VALUE)			x				x					x
	STORE FORECAST (UNITS)										x		
	PROMO FORECAST (UNITS)										x		
LOYALTY CARD DATA			x										x
CALCULATED DATA	DISTRIBUTION CENTER STOCK (UNITS)		x	x		x	x		x	x			
	DISTRIBUTION CENTER ORDERS (UNITS)			x			x			x			
	DISTRIBUTION CENTER RECEIPTS (UNITS)			x			x			x			
	DISTRIBUTION CENTER SHIPMENT (UNITS)			x			x						
	OUT OF STOCK (UNITS)	x	x	x									
OUT OF STOCK (VALUE)		x	x										

What is the current status of POS Data Sharing across Europe?



Maturity self-assessment questionnaire

How to get a step forward with POS Data Sharing!



POS Data Sharing for Dummies



Objective

- ▶ To get an overview of the current status of POS Data Sharing across Europe
 - ▶ How many partners already share data?
 - ▶ Which data is being shared between these partners?
- ▶ To enable partners to classify their own maturity level of POS Data Sharing according to the recommendation (basic, medium, advanced)

Scope

- ▶ To keep it reasonably short
- ▶ To match exactly the questions for the retailer and the ones for the supplier
- ▶ To help to understand where to focus – both for ECR and for the respondents



Current status/next steps:

- ▶ Final feedback from the BIC work stream / POS Data subgroup is required
- ▶ MO should hand out the questionnaire to the companies to get their feedback latest by the end of February 2012
- ▶ The results will be presented at the next ECR Europe Conference 2012.



Supplier questions:

- ▶ How many local **retailers** is my company collecting data from? (day-store-SKU or week-store-SKU data)
- ▶ What percentage of my company's total retail sales in the market does this data cover?
- ▶ How many retailers are sharing data for free vs. in a paid for mechanism
 - ▶ Completely free
 - ▶ Cost-sharing
 - ▶ Paid for
- ▶ Etc.....

0; 1-3; 4-5;
6-9; 10+

N/A; 0-10%;
10-25%; 26-50%; more than 50%

(per parameter):
0; 1-3; 4-5;
6-9; 10+

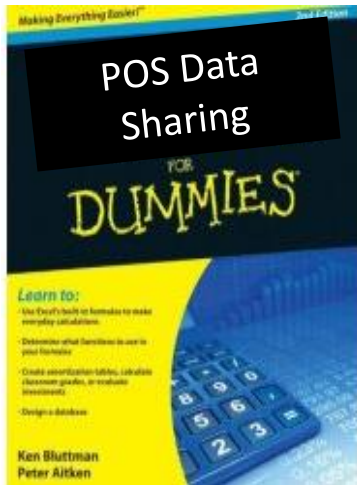
Retailer questions:

- ▶ How many local **suppliers** is my company sharing data with? (day-store-SKU or week-store-SKU)
- ▶ What percentage of my company's total retail sales in the market does this data cover?
- ▶ What business model is my company using to share this data with suppliers
 - ▶ Completely free
 - ▶ Cost-sharing, to fund the cost of my data sharing operation
 - ▶ Paid for by suppliers
 - ▶ N/A – my company does not share
- ▶ Etc....

0 ; 1-10; 11-50; 51-100; 101+

N/A; 0-10%;
10-25%; 26-50%; more than 50%

(one-choice only)



Objective:

- ▶ To show what POS Data Sharing is – and as well what POS Data Sharing is not
- ▶ To explain why POS Data Sharing is necessary – “new ways of working together”
- ▶ To identify the hurdles – why has the process not been adopted yet?
- ▶ To illustrate how POS Data Sharing can be successful
- ▶ To invite you to get started with POS Data Sharing

Current status/next steps:

- ▶ Final feedback from the BIC work stream / POS data subgroup is required
- ▶ Looking for expertise to bring the content into layman’s terms



Business Information Committee

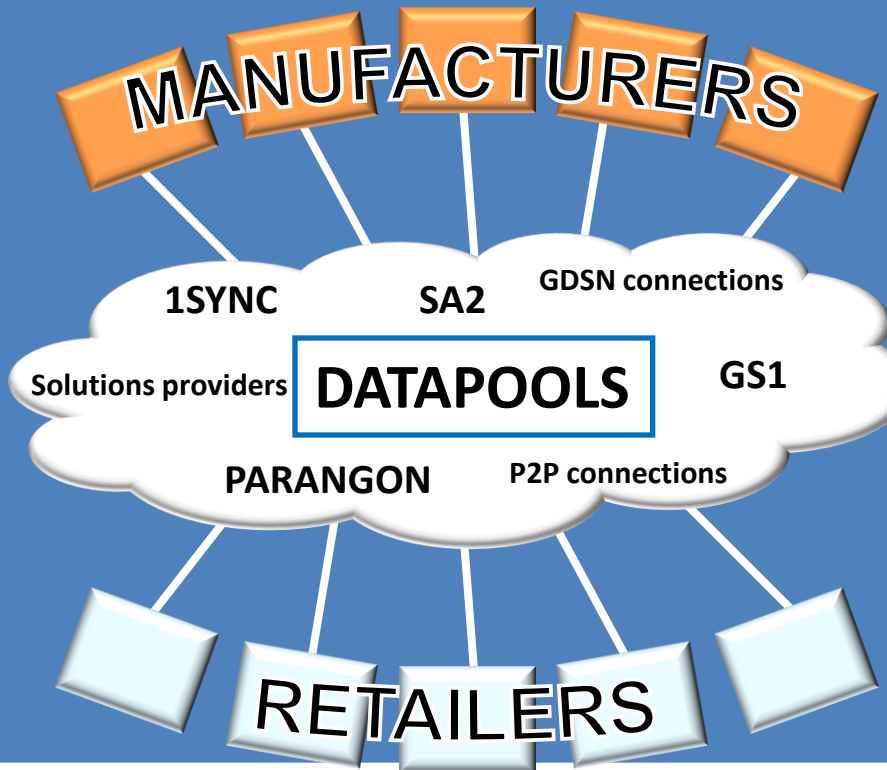
GDSN & Data Quality Project

Ghislain Esquerre

19.10.2011

GDS deployment in the world : **current situation**

Lots of good will, many hurdles



- Different ways of synchronizing data
- Unharmonized adoption
- Many organizations to contact

- Many stakeholders
- Many communications
- Connecting complexity
- Standards for items / standards for prices
- Heterogeneous maturity levels of GS1 organizations

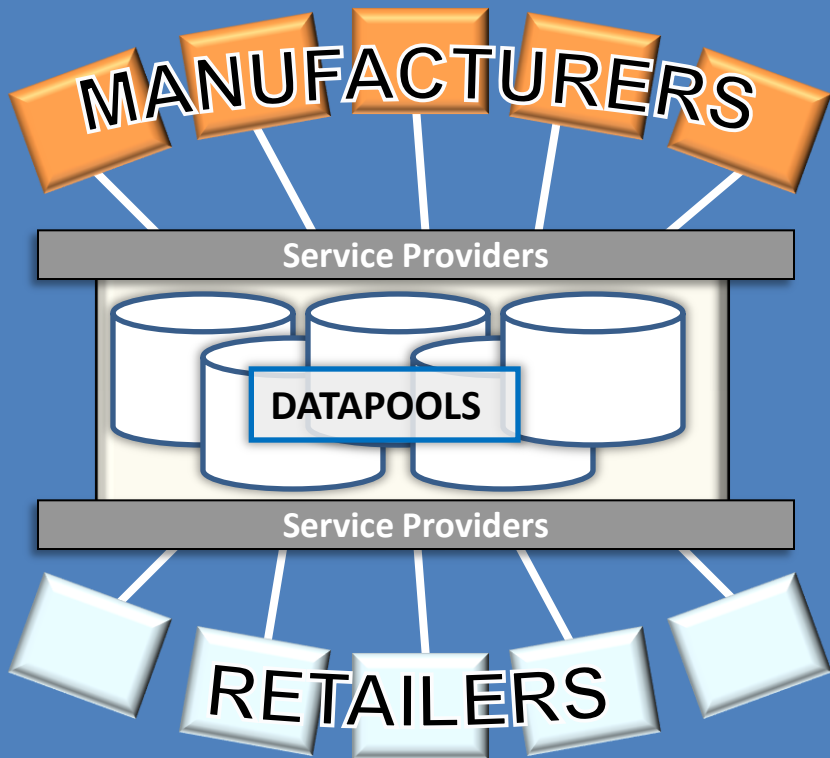
- Unorganized local/regional/global GDS deployment
- High investments

RESULTING IN

Many parallel initiatives + Divided and weakened responsibilities + Technical vagueness
= Very long ROI + Slow deployment + No critical mass

GDS deployment in the world : **what we should do**

Clear roles & responsibilities, easy roll out



- **One facilitator** : one of existing service providers, to connect to the participant's chosen datapool
- **One standard maker** : GS1 & GDSN
- **One technical tool** : one of the existing datapools, to access to the whole network

- **GS1 organizations** provide standards
- **Datapools** ensure technical exchanges
- **Service providers** roll out and run and guarantee support for users

- Relevant deployment
- Harmonized communication
- Common investments

CONCLUSION

Defined roles & responsibilities + Business assistance & support + Technical guarantees

= **Quicker ROI** + **Easier deployment** + **More massive roll out**



ECR Europe & Business Information Committee

Your questions....