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**
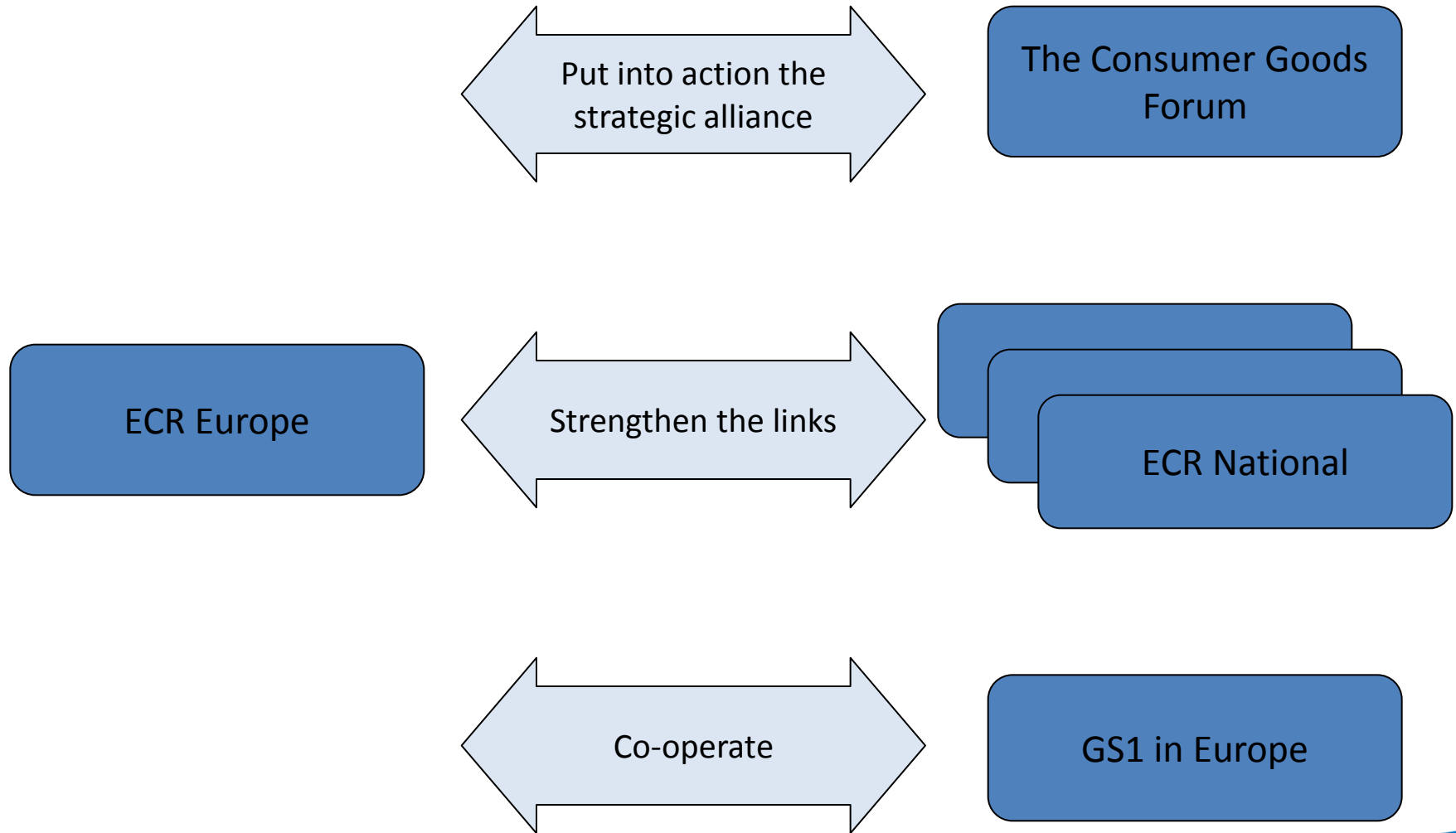 Ghislain Esquerre, Carrefour

ECR Europe – GS1 in Europe Cooperation model

Xavier HUA

19th October 2011

ECR Europe relations with partner organisations

Put into action the strategic alliance

The Consumer Goods Forum

ECR Europe

Strengthen the links

ECR National

Co-operate

GS1 in Europe

ECR Europe and TCGF
"Put into action the strategic alliance"

➢ **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 <u>in</u> 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

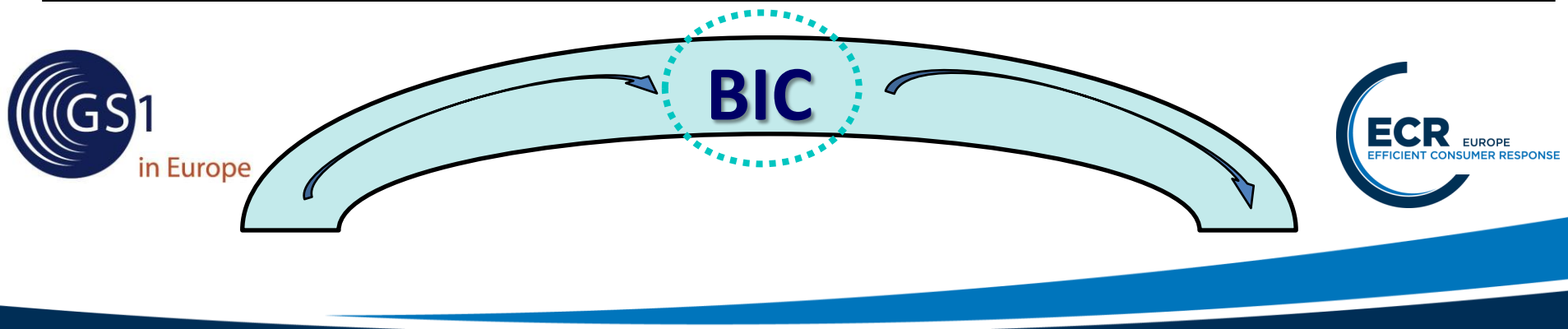**Jörg Pretzel**
19th October 2011

The ECR Europe BIC aims to

<u>drive implementation & adoption</u>

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

BIC

The Business Information Committee (BIC) – Guiding Principles

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

The Business Information Committee (BIC) – Structure

Co-managed committee by
ECR Europe and GS1 in Europe

Retailer Co-Chair:
Mr. Ghislain Esquerre

Manufacturer Co-Chair:
Mr. Jochen Rackebrandt

kraft foods
make today delicious

Secretariat:
GS1 France / GS1 Germany on behalf of GS1 in Europe

ECR Europe's Strategic Relevance for GS1 in Europe

➢ **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**

BIC Working Groups – Concrete Working Results

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"
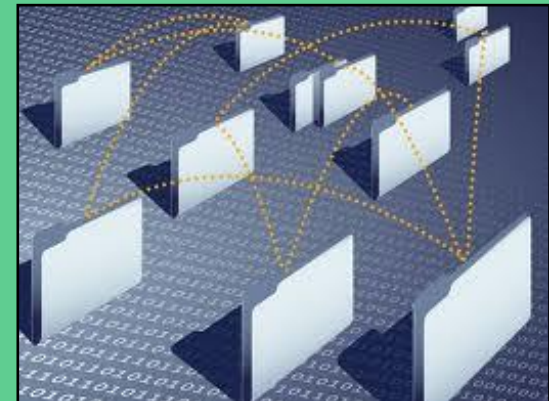
3) Maturity self-assessment **questionnaire**

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.
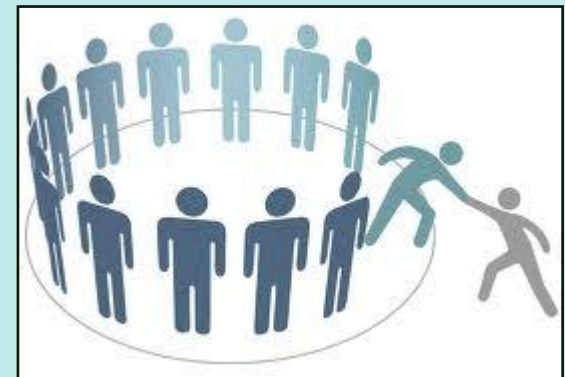
Get involved !

Business Information Committee

POS Data Sharing

Jochen Rackebrandt

19.10.2011

Sharing downstream data

Revenue

Effectiveness

Efficiency

> ▸ 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

CASE STUDIES

POS Data Sharing – The path to joint value creation
How to get started

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	OWN	MY CATEGORY
	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			x
	PLANOGRAMME SIZE		x	x								x	x
	SHELF SPACE (UNITS)											x	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	x
	PROMOTIONAL SALES (UNITS)					x	x		x	x		x	x
	PROMOTIONAL SALES (VALUE)											x	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
	DISTRIBUTION CENTER STOCK (UNITS)		x	x	x	x	x		x	x			
	DISTRIBUTION CENTER ORDERS (UNITS)			x		x	x			x			
	DISTRIBUTION CENTER RECEIPTS (UNITS)			x		x	x			x			
	DISTRIBUTION CENTER SHIPMENT (UNITS)			x		x	x			x			
CALCULATED DATA	OUT OF STOCK (UNITS)	x	x	x									
	OUT OF STOCK (VALUE)		x	x									

What is the current status of POS Data Sharing across Europe?
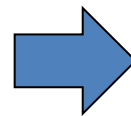
Maturity self-assessment questionnaire

How to get a step forward with POS Data Sharing!
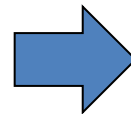
POS Data Sharing for Dummies

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)

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

▸ What percentage of my company's total retail sales in the market does this data cover?

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

▸ How many retailers are sharing data for free vs. in a paid for mechanism
  ▸ Completely free
  ▸ Cost-sharing
  ▸ Paid for

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

▸ Etc......

## Retailer questions:

▸ How many local **suppliers** is my company sharing data with?
(day-store-SKU or week-store-SKU)

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

▸ What percentage of my company's total retail sales in the market does this data cover?

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

▸ 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

> (one-choice only)

▸ Etc….

POS Data Sharing for DUMMIES
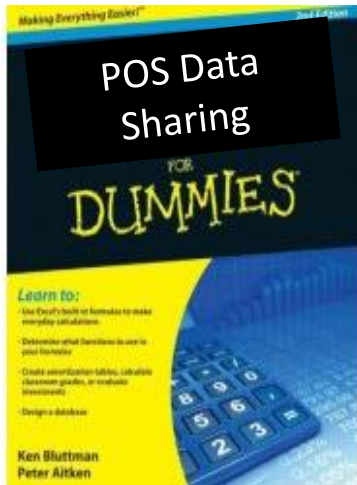
Objective:

▸ 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
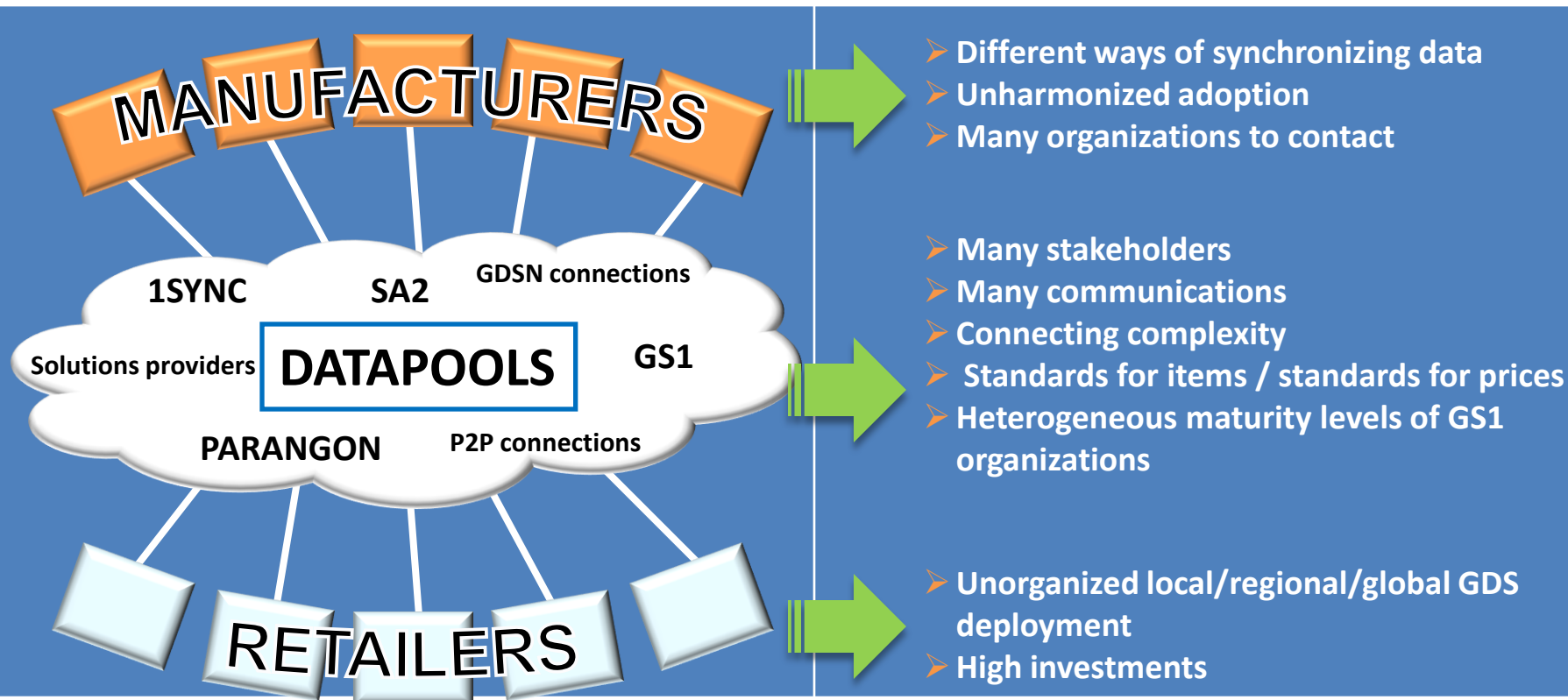
Business Information Committee

GDSN & Data Quality Project

Ghislain Esquerre

19.10.2011

GDS deployment in the world : current situation
Lots of good will, many hurdles

MANUFACTURERS

DATAPOOLS
- 1SYNC
- SA2
- GDSN connections
- Solutions providers
- GS1
- PARANGON
- P2P connections

RETAILERS

➢ **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**
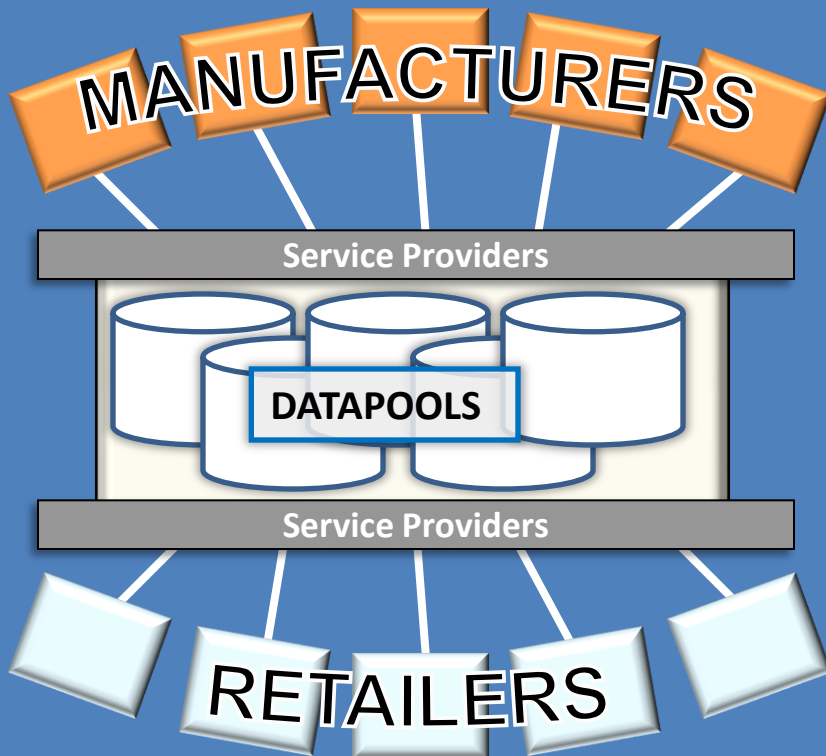➢ **High investments**

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

MANUFACTURERS

Service Providers

DATAPOOLS

Service Providers

RETAILERS

➢ **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….