



EDISOFT

BUSINESS INTEGRATION

GDSN Certification

EDI MasterData

EDI Master Data

- ▶ **Edisoft® Master Data** technology allows obtaining the detailed information about **all product's attributes** as well as **validation** the product against the pre-set criteria.
- ▶ Primary objective of the **EDI Master Data** system is to improve the way how vendors are exchanging their product information with retailers.
- ▶ The **EDI Master Data** system speeds up the information exchange, ensures better data quality and conformance to **GS1 standards**.

Quality Data and its Validation

- ▶ Support of **550** attributes
- ▶ High quality data is ensured owing to almost **2000 validation checks**, which are built-in into **EDI MasterData**
- ▶ Base item validation, base assortment validation, packaging item validation
- ▶ Validation is on the fly
- ▶ Retailer-specific validations
- ▶ Market-specific validations
- ▶ Range validations, format validations



GDSN Certification

7 June 2013 - EDI Master Data is officially certified by GS1.

- ▶ **The GS1 Global Data Synchronisation Network (GDSN)** connects trading partners “via a network of interoperable GDSN-certified Data Pools”, thus allowing trading partners to exchange reliable master data.

- ▶ **The GDSN** certification
 - ▶ gives access to global data
 - ▶ ensures compliance with GS1 standards
 - ▶ confirms the quality of the product.

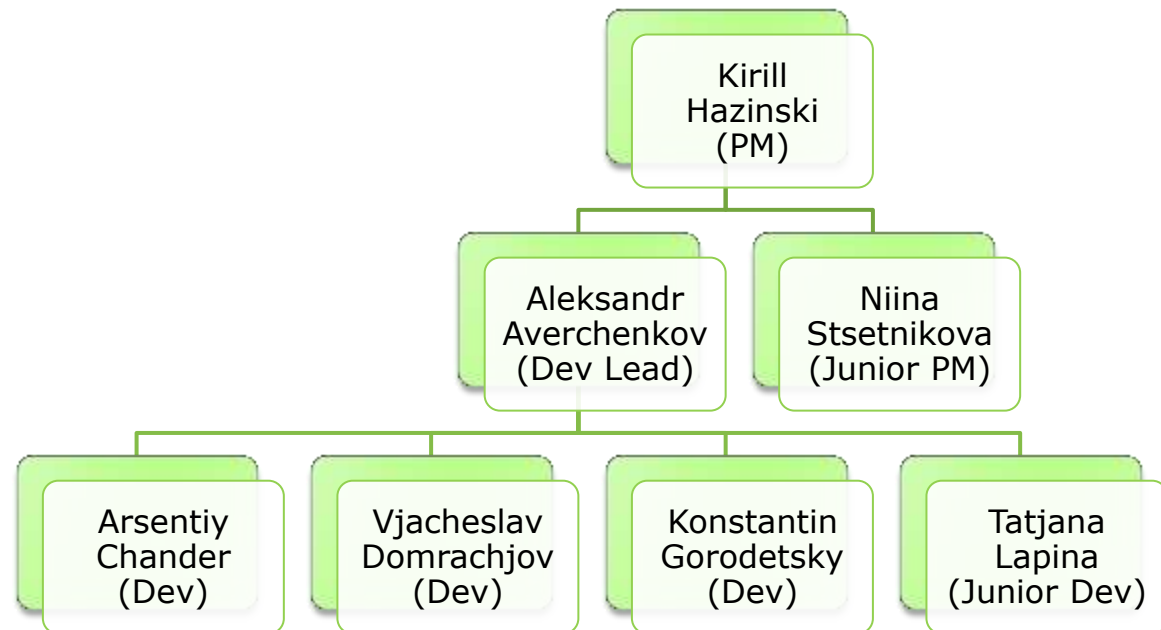


GDSN Project Details

Start Date: 16/08/2012

End Date: 28/12/2012

Project Team Structure:



GS1 GDSN and Edisoft Agreement

Events retrospective:

- ▶ Letter of Guarantee was given to **ECR Baltic on 29 August 2012.**
- ▶ Negotiations with GS1 GDSN representatives **were started on 20 September 2012.**
- ▶
- ▶ GDSN Global Registry Access and License Agreement (GRALA) for Edisoft certification **was signed by GS1 GDSN on 7 November 2012.**
- ▶ Edisoft has received official confirmation from GS1 GDSN that the date of certification procedure is assigned **to 8 April 2013** and it will continue for max **12 weeks.**
- ▶ This testing is administered by **the Drummond Group** (independent 3rd party provider).

Edisoft paid all fees required to obtain certification. The mandatory fee is \$30,000 USD payment which consists out of 2 parts:

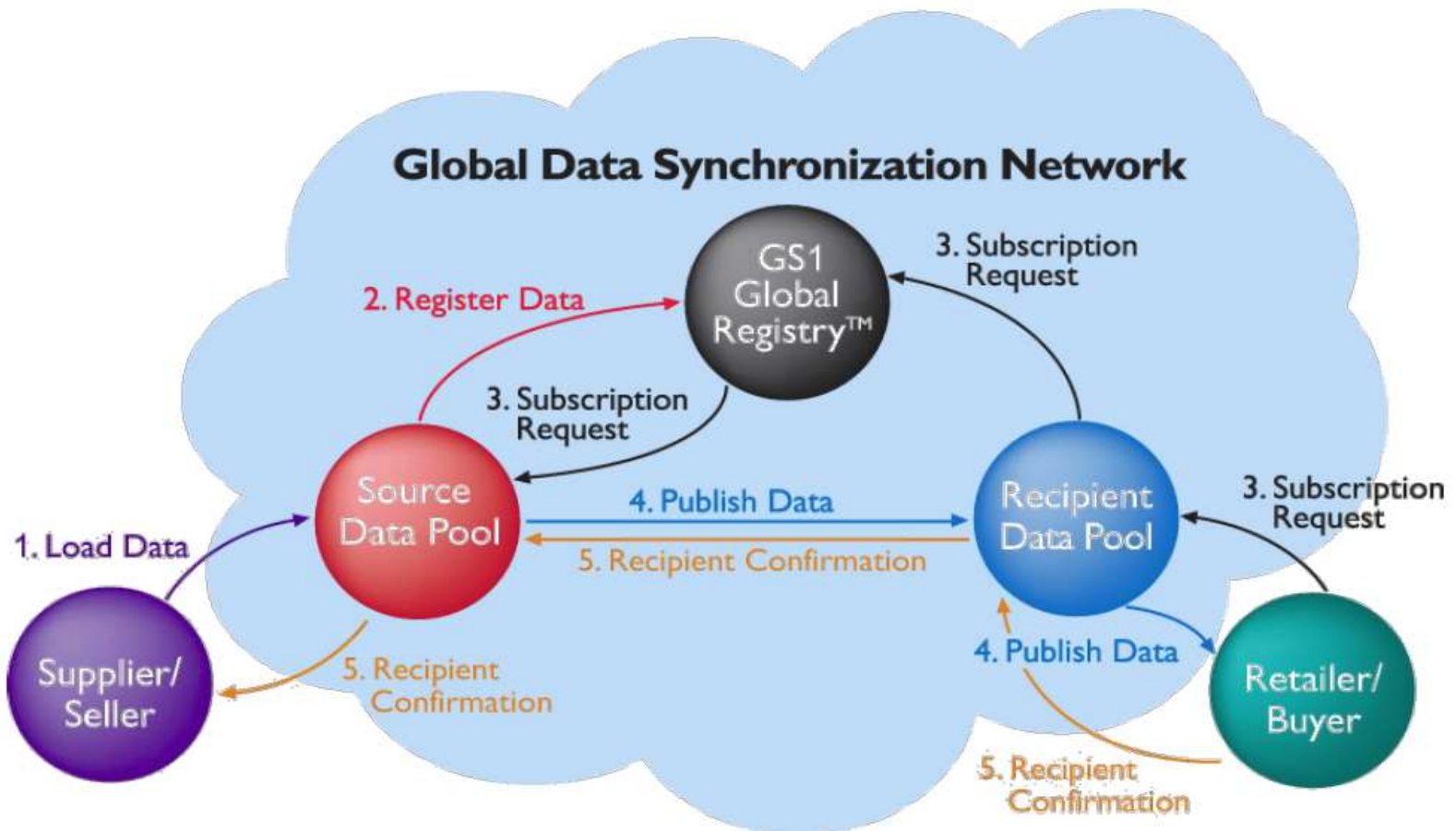
- ▶ Certification costs - \$15,000 USD
- ▶ One year subscription - \$15,000 USD

GDSN Certification

Edisoft data pool passed mandatory functionality test which includes:

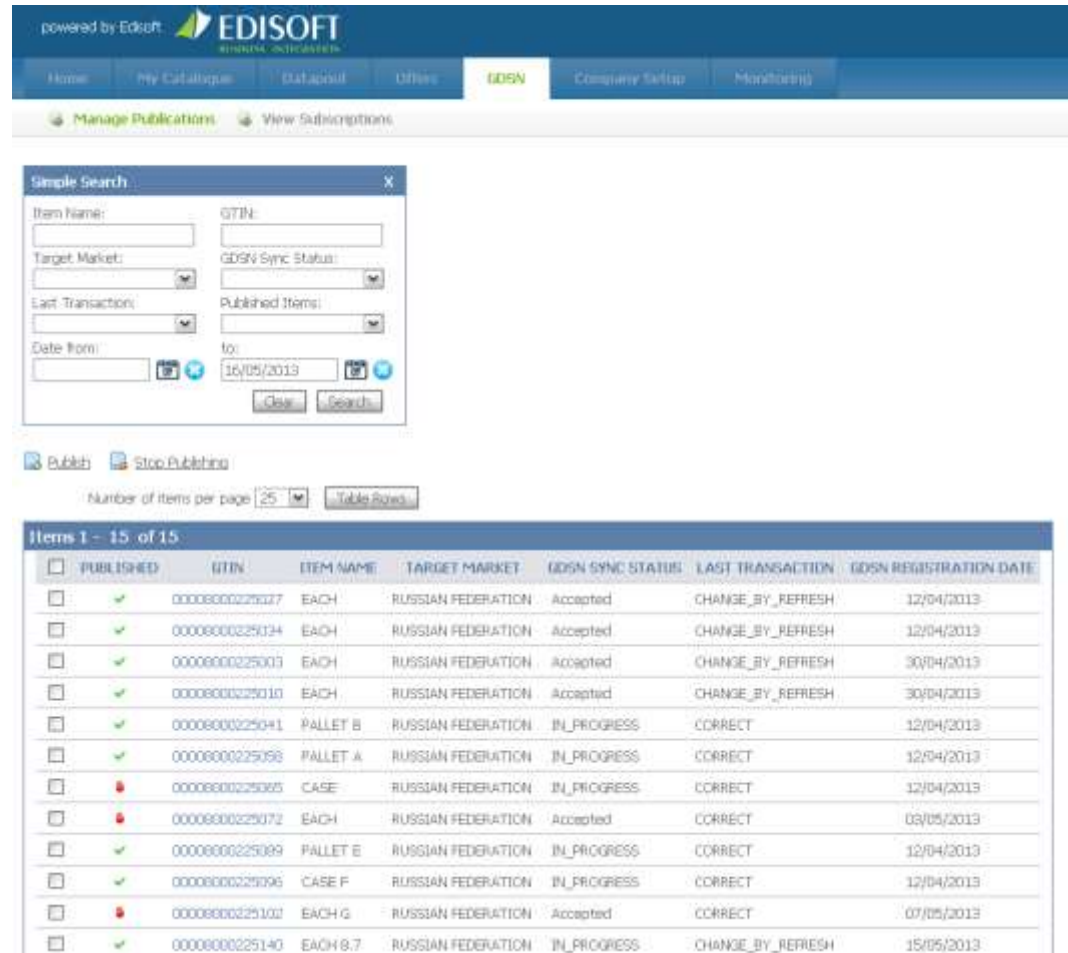
- ▶ Implementation of mandatory business rules (~190 validations)
- ▶ Security audit (ISO 27001) to conform with GDSN standards
- ▶ Support of obligatory 24 attributes
- ▶ Implementation of data pools messaging (GDSN choreography is shown on the next slide)
- ▶ Ensure SLA requirements
- ▶ Support of extended and expanded attributes

GDSN Basic Principle



Implemented functionality

- ▶ As result in **EDI Master Data** system was created new section **"GDSN"**, which is divided into 4 menus:
- ▶ 2 sections for Vendor
 - ▶ Manage Publications (list of items registered in GDSN)



The screenshot displays the EDISOFT GDSN web application interface. At the top, there is a navigation bar with links: Home, My Catalogue, Databout, Others, **GDSN**, Company Setup, and Monitoring. Below the navigation bar, there are two main sections: **Manage Publications** and **View Subscriptions**.

The **Simple Search** dialog box is open, showing search criteria:

- Item Name: (empty)
- GTIN: (empty)
- Target Market: (empty)
- GDSN Sync Status: (empty)
- Last Transaction: (empty)
- Published Items: (empty)
- Date From: (empty)
- Date To: 16/05/2013

 There are 'Clear' and 'Search' buttons at the bottom of the dialog.

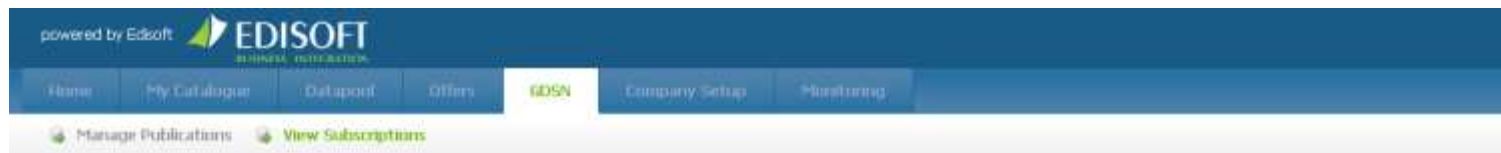
Below the search dialog, there are buttons for 'Publish' and 'Stop Publishing', and a 'Number of items per page' dropdown set to 25. A 'Table Rows' button is also present.

The main table displays a list of items, showing items 1 to 15 of 15. The table has the following columns: **PUBLISHED**, **GTIN**, **ITEM NAME**, **TARGET MARKET**, **GDSN SYNC STATUS**, **LAST TRANSACTION**, and **GDSN REGISTRATION DATE**.

PUBLISHED	GTIN	ITEM NAME	TARGET MARKET	GDSN SYNC STATUS	LAST TRANSACTION	GDSN REGISTRATION DATE
<input checked="" type="checkbox"/>	00008000225077	EACH	RUSSIAN FEDERATION	Accepted	CHANGE_BY_REFRESH	12/04/2013
<input checked="" type="checkbox"/>	00008000225034	EACH	RUSSIAN FEDERATION	Accepted	CHANGE_BY_REFRESH	12/04/2013
<input checked="" type="checkbox"/>	00008000225003	EACH	RUSSIAN FEDERATION	Accepted	CHANGE_BY_REFRESH	30/04/2013
<input checked="" type="checkbox"/>	00008000225010	EACH	RUSSIAN FEDERATION	Accepted	CHANGE_BY_REFRESH	30/04/2013
<input checked="" type="checkbox"/>	00008000225041	PALLET B	RUSSIAN FEDERATION	IN_PROGRESS	CORRECT	12/04/2013
<input checked="" type="checkbox"/>	00008000225058	PALLET A	RUSSIAN FEDERATION	IN_PROGRESS	CORRECT	12/04/2013
<input checked="" type="checkbox"/>	00008000225065	CASE	RUSSIAN FEDERATION	IN_PROGRESS	CORRECT	12/04/2013
<input checked="" type="checkbox"/>	00008000225072	EACH	RUSSIAN FEDERATION	Accepted	CORRECT	09/05/2013
<input checked="" type="checkbox"/>	00008000225089	PALLET E	RUSSIAN FEDERATION	IN_PROGRESS	CORRECT	12/04/2013
<input checked="" type="checkbox"/>	00008000225096	CASE F	RUSSIAN FEDERATION	IN_PROGRESS	CORRECT	12/04/2013
<input checked="" type="checkbox"/>	00008000225102	EACH G	RUSSIAN FEDERATION	Accepted	CORRECT	07/05/2013
<input checked="" type="checkbox"/>	00008000225140	EACH 8.7	RUSSIAN FEDERATION	IN_PROGRESS	CHANGE_BY_REFRESH	15/05/2013

Implemented functionality

- View Subscriptions (list of the subscriptions from retailers)



Simple Search

GTIN: Item name: Status:

Target Market: Company GUN: Company name:

Date from: to:

[Prev] [1] [2] [Next]

Number of items per page: 25

Table Rows

Subscriptions 1 - 25 of 34							
GTIN	ITEM NAME	MARKET	STATUS	SENT ON	STATUS CHANGED	COMPANY GUN	COMPANY NAME
00008000225003	EACH	RUSSIAN FEDERATION	None	30/04/2013 17:56:06	30/04/2013 17:56:06	9501101020665	GDSN KATO Data Recp
00008000225010	EACH	RUSSIAN FEDERATION	None	30/04/2013 17:56:07	30/04/2013 17:56:07	9501101020665	GDSN KATO Data Recp
00008000225003	EACH	RUSSIAN FEDERATION	None	30/04/2013 17:56:06	30/04/2013 17:56:06	9501101020665	GDSN KATO Data Recp
00008000225010	EACH	RUSSIAN FEDERATION	None	30/04/2013 17:56:07	30/04/2013 17:56:07	9501101020665	GDSN KATO Data Recp
00008000225003	EACH	RUSSIAN FEDERATION	None	30/04/2013 17:56:06	30/04/2013 17:56:06	9501101020665	GDSN KATO Data Recp
00008000225010	EACH	RUSSIAN FEDERATION	None	30/04/2013 17:56:07	30/04/2013 17:56:07	9501101020665	GDSN KATO Data Recp
00008000225027	EACH	RUSSIAN FEDERATION	None	30/04/2013 17:56:01	30/04/2013 17:56:01	9501101020665	GDSN KATO Data Recp
00008000225034	EACH	RUSSIAN FEDERATION	None	30/04/2013 17:56:02	30/04/2013 17:56:02	9501101020665	GDSN KATO Data Recp
00008000225003	EACH	RUSSIAN FEDERATION	None	30/04/2013 17:56:06	30/04/2013 17:56:06	9501101020665	GDSN KATO Data Recp
00008000225010	EACH	RUSSIAN FEDERATION	None	30/04/2013 17:56:07	30/04/2013 17:56:07	9501101020665	GDSN KATO Data Recp
00008000225041	PALLET B	RUSSIAN FEDERATION	None	06/05/2013 13:02:32	06/05/2013 13:02:32	9501101020665	GDSN KATO Data Recp
00008000225058	PALLET A	RUSSIAN FEDERATION	None	03/05/2013 15:54:44	03/05/2013 15:54:44	9501101020665	GDSN KATO Data Recp
00008000225009	PALLET E	RUSSIAN FEDERATION	None	07/05/2013 13:25:38	07/05/2013 13:25:38	9501101020665	GDSN KATO Data Recp
00008000225096	CASE F	RUSSIAN FEDERATION	None	07/05/2013 10:52:28	07/05/2013 10:52:28	9501101020665	GDSN KATO Data Recp
00008000225140	EACH B.7	RUSSIAN FEDERATION	None	15/05/2013 16:38:16	15/05/2013 16:38:16	9501101020665	GDSN KATO Data Recp

Implemented functionality

- ▶ 2 sections for Retailer
 - ▶ Manage Subscriptions (creation of new Subscription and list of retailer subscriptions)

powered by Edisoft **EDISOFT** BUSINESS INTEGRATION

Home My Catalogue Dashboard **EDSOFT** Company Setup Monitoring

Manage Subscriptions Review Data

Add new subscription

Simple Search

Subscription name:

Status:

Subs from:

Company GLN:

Target Market:

Company name:


Clear Search

Date	Subscription name	GTIN	Target market	Company GLN	Company name	GPC Brick Code	Status	Action	Action
12/04/2013 15:35:00	Test1	None	LATVIA	None	None	None	None	View	Remove
12/04/2013 17:01:02	Test2	None	None	2000000000004	Test Retailer	None	None	View	Remove
12/04/2013 17:01:44	Test3	30540811254459	None	None	None	None	None	View	Remove

Showing 3 to 3 of 3 rows

Implemented functionality

- ▶ Review Data (list of items received by subscription criteria, subscription confirmation)

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Home My Catalogue Datapool Offers **GDSII** Company Setup Administration Monitoring

Manage Publications View Subscriptions Manage Subscriptions **Review Data**


Simple Search X

Subscription name: Item Name: GTIN:






Status: Target Market: Company GLN:

Received on date from: to: Company Name:

Status changed date from: to:

 Export all selected items


Items 1-100 of 1001

	GTIN	ITEM NAME	TARGET MARKET	STATUS	RECEIVED ON	STATUS CHANGED	SUBSCRIPTION NAME	COMPANY GLN	COMPANY NAME
	00000000001	Milk	Estonia	None	31-02-2013 11:11	31-02-2013 11:11	Subscription name1	1234567891234	Company1
	00000000011	Coffee	Estonia	Accept	31-02-2013 11:11	31-02-2013 11:11	Subscription name	1234567891212	Company2
	00000000111	Cacao	Estonia	Reject	31-02-2013 11:11	31-02-2013 11:11	Subscription name1	1234567891234	Company1
	00000011111	Olive Oil	Estonia	Accepted	31-02-2013 11:11	31-02-2013 11:11	Subscription name	1234567891212	Company2
	00000011111	Olive Oil	Estonia	Details Requested	31-02-2013 11:11	31-02-2013 11:11	Subscription name	1234567891212	Company2

- [illegible]

- ▶ 13

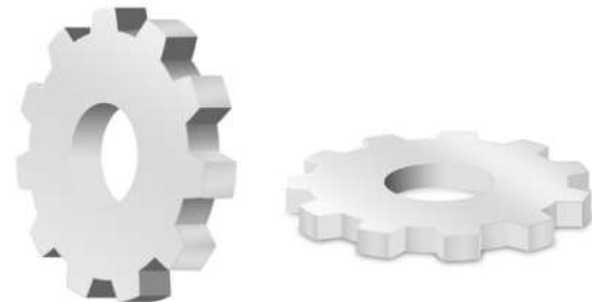
Data Pool Pilot project

- ▶ Pilot project with **O'KEY** 
- ▶ **O'KEY** is a fast growing retail chain in Russia, one of Europe's largest retail food markets
- ▶ GDSN functionality usage
- ▶ First tests with suppliers **Talosto** and **Orimi Trade**



Next steps

- ▶ Integration with EDI Platform
- ▶ Offering management
- ▶ Offering Management for Fruits/Vegetables and other FMCG
- ▶ Promotion modul
- ▶ Flexible item validation



Business model

The approach for the Baltic market:

Monthly fee

- ▶ There is a scale, depending on the number of lines, held within the EDI Master Data Data Pool considered as of the last day of the month
- ▶ Monthly fee does not depend on the turnover of the company



Business model (2)

Integration cost:

- ▶ Many companies already have EDI Connector, that makes it cheaper
- ▶ If company can export MasterData in the Edisoft format, it will be also cheaper
- ▶ Edisoft has 1200 companies contracted in the Baltic countries, 70% of these are integrated solutions. 65 various business applications.
- ▶ Compared to the cost of integration in other countries like Sweden, Portugal, Germany it will be considerably cheaper for any vendor.

Our system designed in such a way, where our consultants can integrate the customers at the relatively low cost

Support

- ▶ Full size office with the helpdesk, consultants, project managers in **Estonia, Latvia and Lithuania**
- ▶ **1200** customers, who are **ALREADY integrated** with Edisoft's platform
- ▶ Extremely **high service level** parameters as Edisoft has
 - ▶ Low overhead development cost
 - ▶ The data pool itself is deployed in Estonia
- ▶ User interface of the **EDI MasterData's** web-application is supported in **five languages**: Estonian, Latvian, Lithuanian, English and Russian
- ▶ Local knowledge base
- ▶ Retailer-specific pricing, EDI messaging



Thank you for your attention!