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Eesti Tarbijateühistute Keskühistu

# Implementation of SINFOS at ETK

ECR BALTIC FORUM 2008

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## ETK

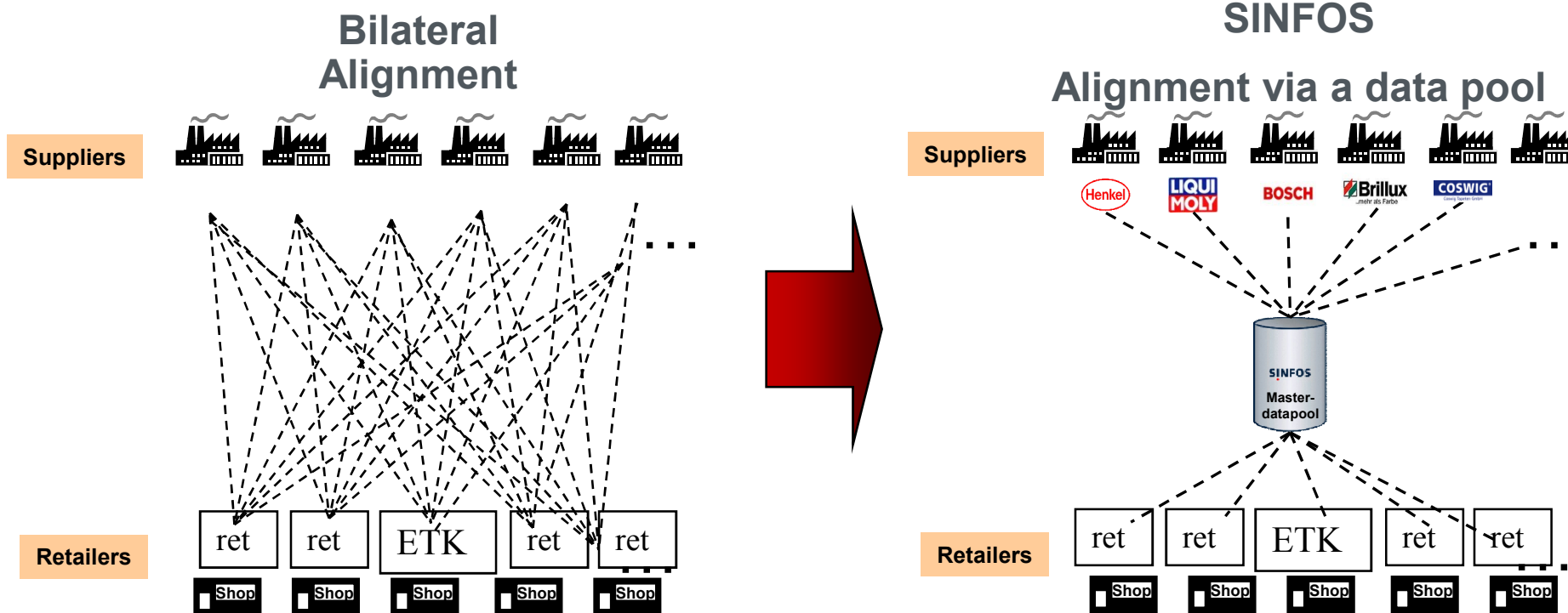
- 90 years of history
- Biggest retail company in Estonia
- 21 consumer co-operatives
- 400 stores
- 3 logistic centres
- Centralized purchasing, logistics, assortment handling, marketing
- Turnover 400 M EUR



## Product data sync: challenges

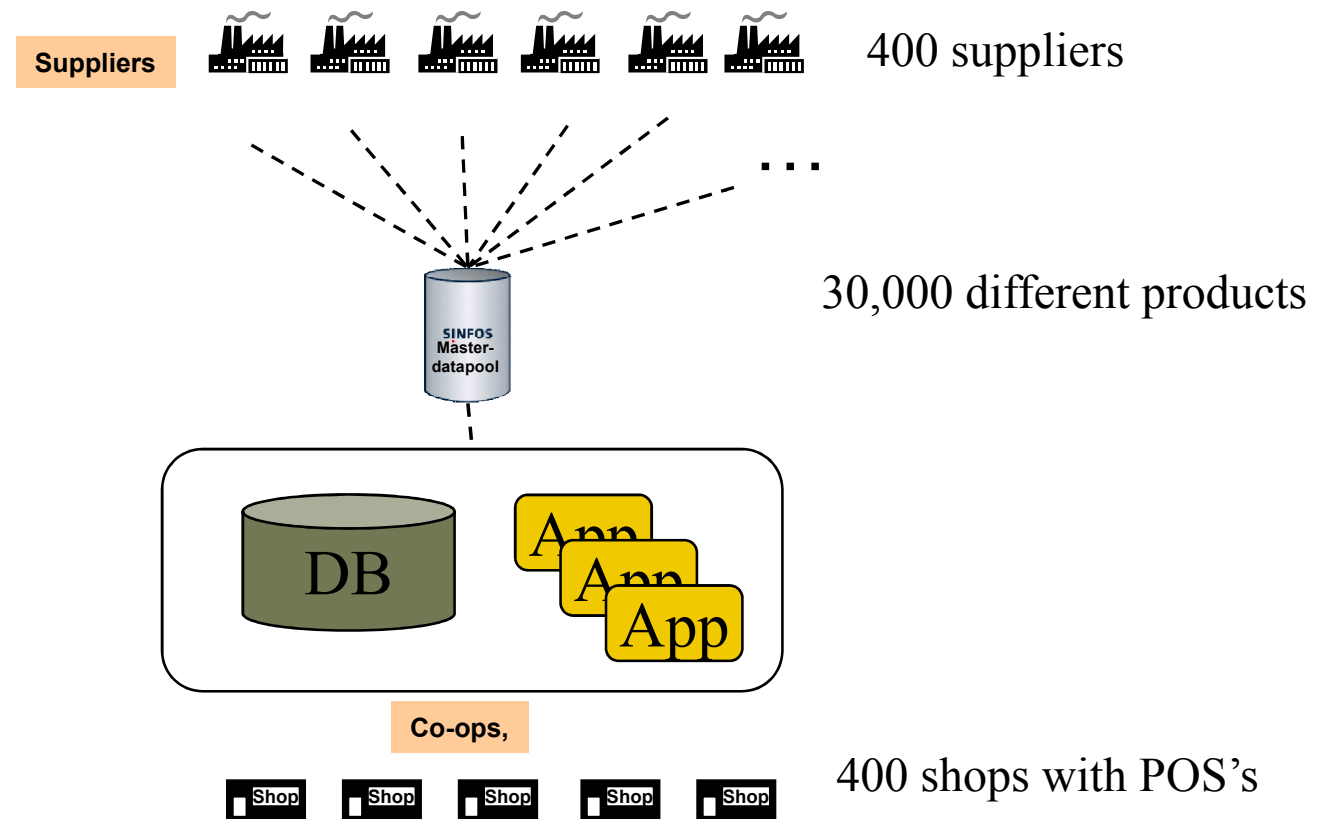
- **Manufacturer's Challenges:**
  - ✓ Data is not available in the appropriate format
  - ✓ Complex synchronisation processes due to lack of automation
  - ✓ Media and formats are not compatible
- **Retailer's Challenges:**
  - ✓ Inaccuracy in retailers' catalogues
  - ✓ Data is not kept up-to-date
  - ✓ Retailers require more information than is available in the manufacturers' ERP systems
  - ✓ No standards for additional qualitative attributes available

# SINFOS: Pool Principle for Item sync



# Pool Principle for Item sync – ETK case

- Benefits of a central data pool:**
- Send data only once – reach all recipients at once
  - Central validation ensures 100% data accuracy
  - Only one technical interface required (standardised)
  - No retailer individual “new item form sheets” required any more





## **ETK case**

- Started Dec'07
- Pilot with one retailer
- Challenges - to get all the needed information and not too much
  - ✓ Comparing SINFOS data with our assortment to get changes only for these products and about attributes we do use
  - ✓ Getting information about new products of our interest field



## SINFOS Benefits

- ✓ **Data quality increases significantly**
  - More data quality facilitates even internal processes user companies (Controlling, Reporting, Marketing, Sales)
  - More quality in subsequent business processes with trading partners
- ✓ **Time savings**
  - No retailer specific item data sheets any more
  - Standardised data formats for all retailers
  - Synchronisation of neutral master data and trading partner dependant data in one step
- ✓ **Cost savings**
  - No invoice discrepancies
  - Significant cost savings in b2b processes
  - Only one single interface (with SINFOS)
  - Less sales efforts to produce retailer specific item data sheets



**ECR** *Baltic*  
Efficient Consumer Responce

Efficiency through EDI and Automatic Data Processing

