

Global Data Synchronisation

Getting your products on retailers' shelves sooner and more cost effectively

With retail environments moving faster in response to growing consumer choice and power, rapid access to accurate product data is more important than ever. Without it, new products are delayed in reaching the shelves, order and invoice errors creep in and freight and warehousing costs are higher than they should be. All of these factors impact customer service and the bottom line.

Business benefits

- Simple and efficient implementation
- Industry compliant
- Increased sales
 - Improved speed to market
 - Better on-shelf availability
- Improved productivity
 - Reduced item publication and maintenance effort
 - Reduced error reconciliation
- Reduced costs
 - Lower transportation costs
 - Fewer deductions
- Improved retailer relationships
- Scalable solution to meet your future needs.

Features

- Certified GDS solution
- Single repository for item data
- Representation in the global standards community
- Support for retailer-specific attributes
- Suitable for SMEs
- Proven implementation methodology
- Effective training
- Ongoing support.

The demand for speedy, accurate data exchange

With retail environments moving faster in response to growing consumer choice and power, rapid access to accurate product data is more important than ever. Without it, new products are delayed in reaching the shelves, order and invoice errors creep in and freight and warehousing costs are higher than they should be. All of these factors impact customer service and the bottom line.

Retailers are responding by putting increasing pressure on their suppliers to implement Global Data Synchronisation (GDS) programmes. GDS provides clear benefits by enabling suppliers and retailers to interact and operate effectively through shared “data pools”. These easy to update data repositories improve efficiency, reduce costs and increase revenue opportunities for both the retailer and the supplier.

Implementing a GDS programme for the first time, however, can be a challenging and time-consuming prospect. How do you ensure you meet the requirements of all your retailers? How do you access the Global Data Synchronisation Network (GDSN) – the entity that enables companies to exchange standardised and synchronised data with their trading partners around the world? Where will you find the time and resources to format and synchronise data for the first time?

Introducing a partnership designed to help

Recognising that getting started on a GDS programme can be the hardest part for suppliers, Kewill has partnered with certified GDSN data pool provider Agentrics, a trusted name in the global Retail and Consumer Goods industry, to help you realise the benefits of GDS quickly and easily both in the UK and the global marketplace.

More than 20 global retailers choose Agentrics to synchronise data with thousands of trading partners worldwide. With its wealth of experience implementing GDS for retailers and suppliers, the company has developed a methodology for successful data synchronisation that works for companies of all sizes.

Kewill supports thousands of suppliers as they trade electronically with retail partners, and through the partnership with Agentrics, has the ability to ensure suppliers to retail can effectively trade based on GDSN standards-driven data and discover the benefits gained through better collaboration and higher quality data sharing.

Steps to success

The process begins with an assessment of the item attributes you need to include in order to meet GDSN and retailer requirements. You then work with a consultant to locate and extract all the necessary information.

Your consultant will teach you how to format your product data to meet the requirements of the Agentrics-enhanced GS1 data model. GS1 is the organisation that designs and implements the standards that enable efficient exchange of information through the GDSN. Within many organisations, data quality is not as high as it should be and there is obviously little value in using GDS to enable faster access to poor data. Users find that one benefit of the preparation work needed to load the data required by their retail trading partners is that it helps improve data quality.

As part of the process, data is validated to ensure it is complete and meets GDSN requirements for item information. Once validated, you can publish item information to any of your retailer trading partners in the GDSN. In the final step of the process, training will be provided on all the tools and methods needed to maintain the template information or add new items.

By following this simple and efficient method, you prepare not only for your current but also for your future data synchronisation needs. Once your initial item data is loaded into the data pool, ongoing support will be available to ensure you know the best way to make changes and additions to your data while meeting local retailer and GDSN requirements. This partnership will help you see a return on investment within the first few months and provide you with a sustainable solution for the future - whatever your data synchronisation needs turn out to be.

Improve productivity

Once your data is published to the GDSN you will no longer be dependent on the time consuming, error-prone processes of the past that required manual, multiple or non-standardised methods of exchanging data. And because the offering meets international GDSN requirements, there is a greatly reduced need to re-key data for each of your retailer trading partners. On average, one publication will provide 80 per cent or more of the item information required, significantly reducing administrative effort.

You are also likely to see improved productivity in your order processes. Accurate item data increases order and invoice accuracy, reducing the amount of manual investigation and reworking required.

Increase sales

Easier publishing of and access to accurate item data can significantly improve your products' speed to shelf, increasing your responsiveness to customer demand, reducing out-of-stocks, accelerating sales and increasing revenue. If a large number of new products are brought to market during the year, for example, you can get the relevant data to internal units and retailers significantly more quickly than you would using manual methods, reducing delays to the date on which new products reach the shelf.

Improved access to accurate data also means your sales force can spend more time on revenue generating activities rather than addressing item data questions from retailers.

Reduce costs

There are some fairly obvious cost savings to be made from implementing a GDS programme. Reduced manual effort will be required to keep data up-to-date, for example. There will be fewer deductions and lost sales caused by incorrect item data and less time will be spent investigating and reworking order and invoicing errors. Some of the cost benefits, however, may be more surprising.

Historic difficulties in maintaining the integrity of item data can mean that, in the past, packaging and product changes have not been recorded, for example. This can skew weight and dimension attributes and lead to ordered items having to be removed from trucks to meet weight restrictions or trucks being fined and returned to the shipping point for being overweight. With GDS it is much easier to keep weight and dimension attributes accurate, saving money in transportation and possibly even warehousing.

Features of Kewill Global Data Synchronisation

Certified GDS solution - Kewill GDS uses the GDSN-certified Agentrics data pool that provides one standardised process for the electronic transfer of data between different retailers and geographies.

Single repository for item data - Users have one place to access, maintain and update item data.

Representation in the global standards community - Agentrics plays a leading role in driving the development of GS1 standards, ensuring Kewill GDS remains compliant with global standards.

Support for retailer-specific attributes - Kewill GDS supports the exchange of standard core attributes as well as retailer-specific attributes such as price. This enables suppliers to send a more complete set of item data to their trading partners.

Suitable for SMEs - By offering multiple on-boarding methods and different ways to send data, Kewill GDS is able to accommodate user organisations of any size.

Proven implementation methodology - Both online and personal on-boarding services to help suppliers format and synchronise data quickly and efficiently, reducing the time to benefit are available.

Effective training - There is a range of training materials on the tools and methods needed to maintain the template data and add new items.

Ongoing support - Support is provided at both the global and local levels through the partnership, ensuring your company's global data synchronisation needs are always met.

Improve retailer relationships

The benefits of GDS go beyond initial, one time cost reductions. Employed correctly, it can improve overall financial and operational performance over the long-term.

Perhaps the most valuable long-term benefit is the improved communication GDS facilitates with customers, which leads to increased service. Having an established presence on the GDSN may also improve cross-retailer opportunities. If a retailer knows you are already using standardised GDSN processes, you become a more attractive prospective partner. By helping your trading partners' businesses you also help your own.

More information

Please contact us or visit the GDS online product page:

email eu-marketing@kewill.com

tel +44 (0)161 905 4600 (please select option 2)

web www.kewill.com/gds



Kewill plc Bramley House, The Guildway, Old Portsmouth Road, Artington, Guildford, GU3 1LR
Email: eu-marketing@kewill.com Tel +44 (0)161 905 4600 (please select option 2)