

Data Synchronization in the Grocery Industry

Product Information Management for Grocers, Food Suppliers, Wholesalers and Distributors

Organizational Necessity or Industry Imperative?

Whether you have bought into the notion that global data synchronization is imperative or simply determined that your organization needs a better way to manage product information across different internal systems, the benefits of clean, accurate, and consistent data are evident in either situation.

In the GMA-FMI study, *An Action Plan to Accelerate Trading Partner Electronic Collaboration*, published in 2003, the study cites that retailers who adopt data synchronization recognize cumulative benefits of \$500K-\$1M on every \$1B of sales. For manufacturers, total benefits are in the range of \$1M additional earnings for every \$1B of sales. In *Connect the Dots*, another GMA-FMI study published in February 2004 by AT Kearney and Kurt Salmon Associates illustrates the relationship between data synchronization and the Electronic Product Code (EPC). In fact, the study concludes that realization of the benefits of EPC depend upon strong adoption of data synchronization as a foundational element in your product information management strategy.

Product Information Management: An Overview

Product Information Management (PIM) enables customers to manage and store item data, such as descriptions, dimensions, images, prices and effective dates—using data management tools and a centralized data repository.

With multiple solutions available from GXS, your company can be assured that we offer the right solution that allows you to invest in your company's future. With market leadership witnessed by nine of the top ten Global 2000 retailers and over 80 percent of the Global 2000 CPG companies using our solutions, we have solid experience from which you can benefit. In fact, grocers such as Associated Food Stores and Loblaws, food suppliers such as Mt. Olive Pickle and Smithfield Foods, and wholesalers such as Haddon House have recently engaged GXS to provide data synchronization solutions. As members of GMA and FMI, we stay close to your industry and your company's needs.

GXS's PIM solutions offer the following functionality:

Catalog—PIM can be used as a stand-alone item master, or a single “version of the truth” for both internal and external content management purposes. PIM can also serve as a complement to an ERP system for external content management.



“How many vendors did I look at for a data synchronization solution? All of them. I chose GXS because they were the only company that truly understood the impact of standards while fully realizing different retailers have different demands. This is an opportunity to manage my data in our customers' systems. Why wouldn't I jump at that chance?”

— DAN BOWEN, CFO,

MT. OLIVE PICKLE COMPANY

Workflow—PIM automates outbound and inbound movement of content through your business processes. Additionally, PIM can model complex workflows to match your company's specific business processes.

Data Synchronization—PIM offers synchronization with front-office applications, back-office applications, and trading partners:

- **Synchronization with your front-office applications**—You can ensure that the product information on your consumer-facing Web site and in your marketing literature or customer relationship management systems is current, accurate and consistent.
- **Synchronization with your back-office applications**—You can use PIM as your master repository, and then create processes to synchronize data with your transportation management, warehouse management, accounting, and billing systems.
- **Synchronization with your trading partners**—PIM meets the requirements of standards-based approaches for the EAN.UCC Global Data Synchronization Network and for data pools such as UCCnet, WWRE and Transora.

Foundation for Future Initiatives—Emerging supply-chain processes such as RFID/EPC, collaborative planning, promotions management, and vendor-managed inventory depend upon accurate product data that is synchronized between trading partners. Implementing PIM lowers implementation barriers for these processes and lays the foundation for future initiatives.

Solutions Tailored for Your Company's Needs

To serve the needs of both grocers and their suppliers, GXS offers two flavors of PIM solutions: PIM—Supplier Edition and PIM—Retailer Edition.

PIM—Supplier Edition

PIM—Supplier Edition enables your company to share product information with customers and employees for searching, viewing and maintenance through a central data repository that serves as your “one version of the truth.” PIM—Supplier Edition empowers companies to manage product information and optimize product data synchronization from product launch through sunset via the automation of business processes both internally and externally with trading partners.

PIM—Retailer Edition

Building upon the powerful capabilities of PIM—Supplier Edition, PIM—Retailer Edition is a comprehensive business application for automating the management of business processes associated with receiving product information from suppliers, processing that information through workflows and compliance management, automating responses to suppliers on actions taken for synchronizing the processed product information with internal systems.



About GXS

GXS is a leading provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including 75 percent of the Fortune 500, leverage GXS' GS1 certified global interoperability and supply chain execution solutions. Active in the global standards arena, GXS offers solutions, powered by the Trading GridSM, that enable customers both large and small, to connect with global partners, synchronize product information and optimize the execution of supply chains. Headquartered in Gaithersburg, MD., GXS provides sales and support to businesses and their partners worldwide. For more information about GXS visit www.gxs.com.

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