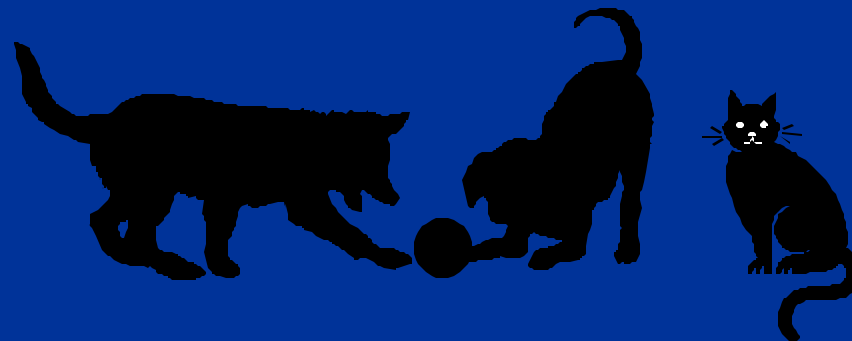


# Data Synchronization

Jolene Magruder  
Nestlé Purina PetCare Co



Nestlé Purina PetCare



# Agenda

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- **Why Data Synchronization at Nestlé Purina**
- **Implementation**
- **Benefits**
- **Lessons Learned**



# Why?

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## ➤ Nestlé Purina PetCare

- Dedicated to Continuous Improvement in Every Activity We Perform
- Stress Systemic Simplification to Deliver Improved Productivity

## ➤ Within the CPG Industry

- Benefits of Data Synchronization Have Not Been Fully Fully Realized
  - Limited EDI-UCSII Penetration
  - Current EDI Initiatives are Point-to-Point Proprietary Solutions
  - Data Integrity... Questionable ...



# Why?

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## ➤ **Data Synchronization:**

- **Facilitates Business Process Change**
- **More Efficient Information Exchange**
- **Quality Product Data**
- **Reduces Lead Time for New Items**
- **Immediate Synchronization of Item Changes**
- **Foundation for More Advanced B2B Capabilities**
- **A Single Global Standard**



# How

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- **Pre-requisites prior to publishing data to UCCnet**
  - **Senior Management Commitment**
  - **Multi-functional Project Team**
  - **Technical Strategy**
  - **Global Trade Item Number (GTIN) Assignment**
  - **Global Location Number (GLN) Assignment**
  - **Category Hierarchy**
  - **Product Hierarchy**
  - **Product Data Attributes**
  - **Understand Different Business Processes Between:**
    - **Initial load synchronization**
    - **New item synchronization**
    - **Item change/correction synchronization**



# Benefits

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## ➤ Nestlé Purina is Benefiting from Data Sync

- Improved Relationships and Trading Partner Satisfaction
  - Improved Quality Orders
  - Efficient Information Exchange
  - Reduced Resource Labor
    - Order Processing, Accounts Receivable, Deduction Management, Sales Administration
  - Speed to Shelf
  - Immediate Synchronization of Item Changes
  - Foundation for Advanced eCommerce Initiatives
  - Single Industry Standard
- ...the list goes on and on...



# Lessons Learned

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- **Senior Executive Commitment**
- **Research Options and Determine Strategy**
  - Outsource? or Build Internally?
- **Data Sync Is Not Just an IT Project**
  - **Involve Business Organization Early-On**
    - Sales, Marketing, Specs Management, Product Management, Order Processing, Finance ....
- **Get Involved Early**
  - **Industry Standards Development and Task Groups**
    - GSMP (Global Standards Process)
    - UCCnet Task Groups (Guidelines, Price, Private Label, DSD, Sales Agency/Distributor...)



# Lessons Learned

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## ➤ Understand EAN.UCC Standards

- GTIN Assignment
- Product Changes – What Constitutes a New GTIN?
- If in Doubt....ASK!

## ➤ Ensure Clean and Consistent Data Internally

- Don't "Assume" Your Product Information is Accurate
- Validate Accuracy and Correct Discrepancies Before Registering and Publishing Data to Trading Partners
- Centralized Product Database

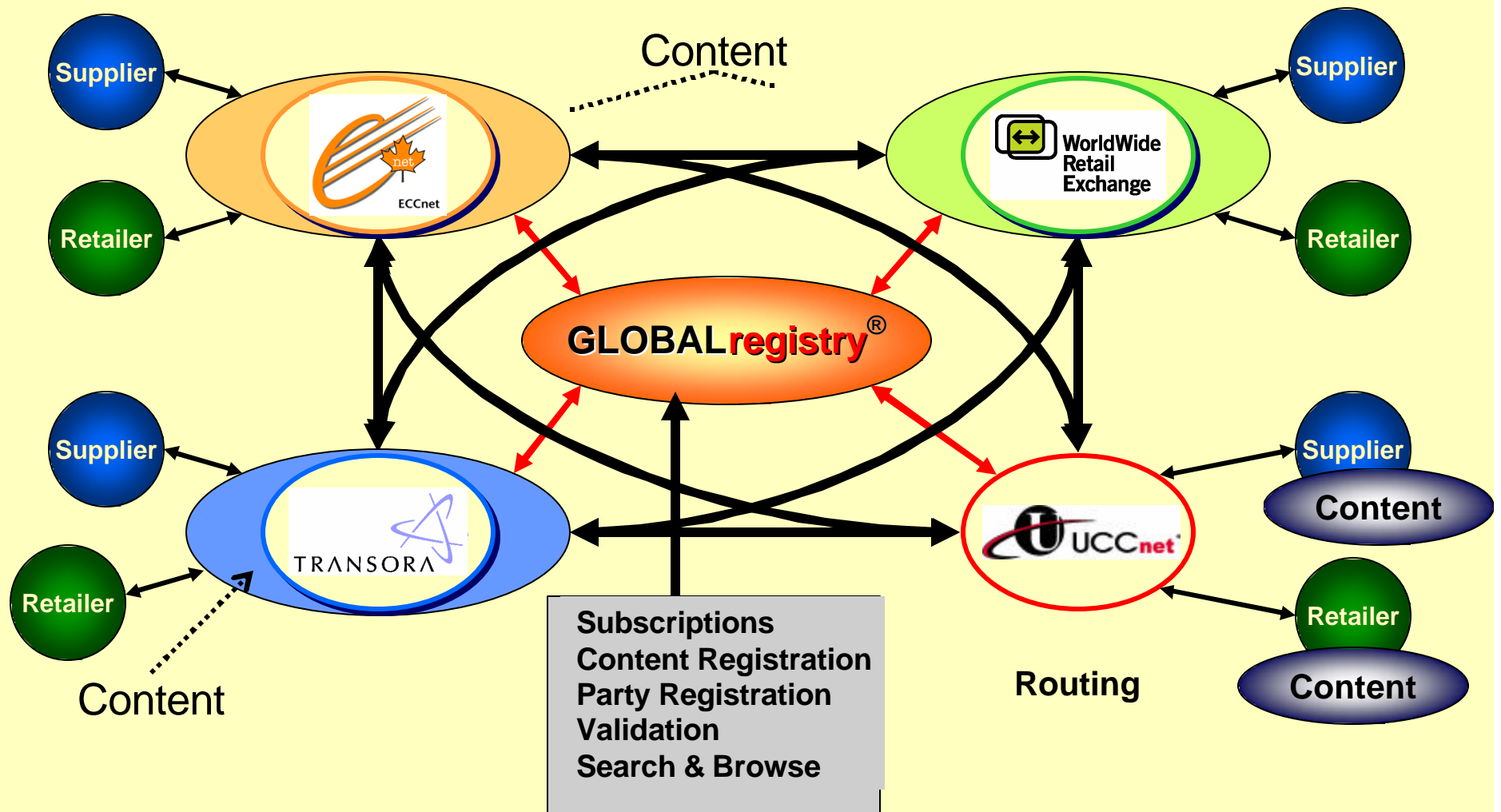
## ➤ Data Attributes - More Is Better

- Provide All Data Attributes Applicable, Not Just the "Required" Fields



# UCCnet

## Future Global Data Sync Network



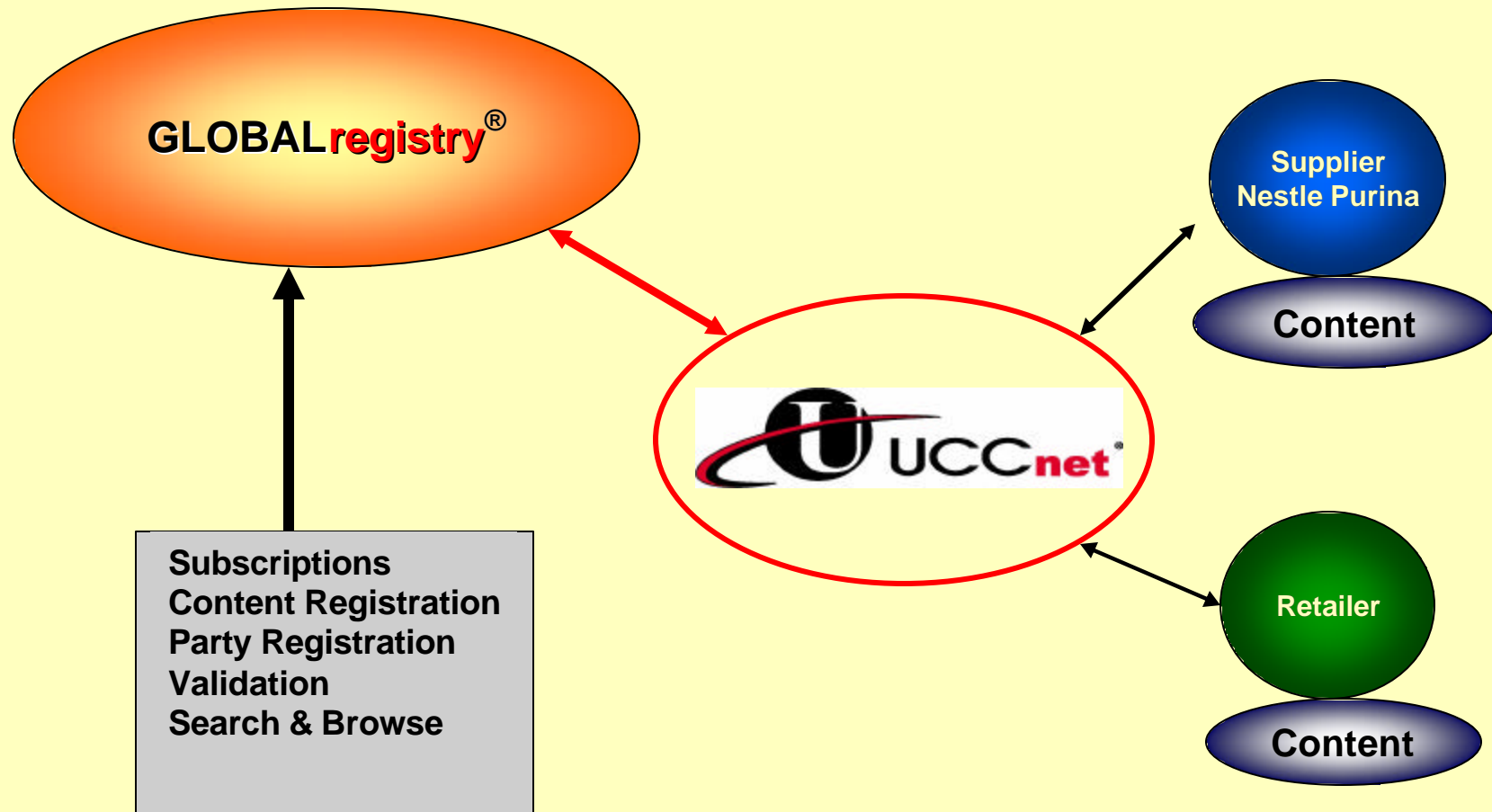
Nestlé Purina PetCare



# Nestlé Purina PetCare

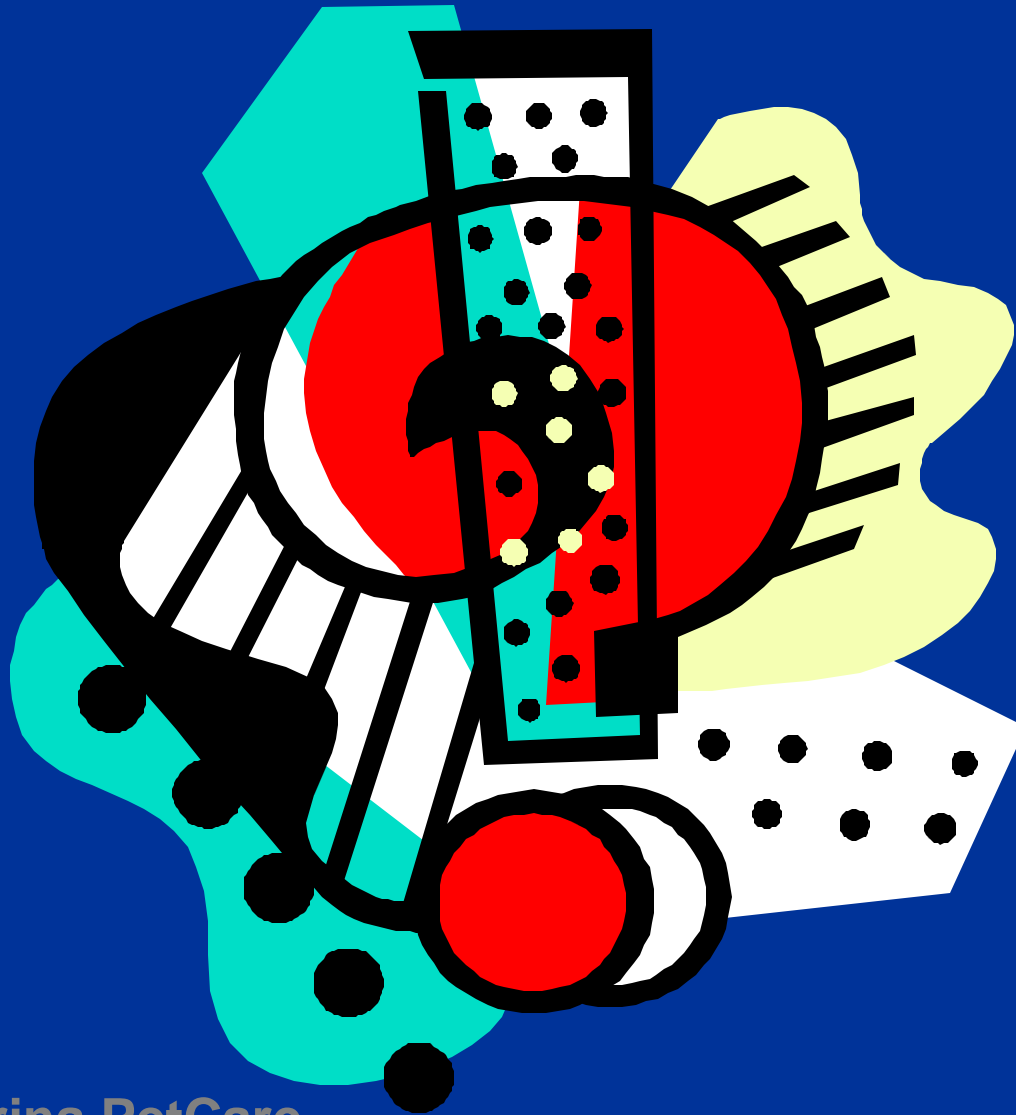
## Current Data Sync thru UCCnet

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# Questions

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