

## GLOBAL DATA SYNCHRONIZATION

### SUCCESSFUL COLLABORATION REQUIRES A SOLID FOUNDATION

The SAP NetWeaver® Master Data Management component enables global data synchronization, supporting product data consistency, quality, and distribution between trading partners. Now automated and workflow guided, it lets you manage data and communication in an integrated central console for better supply chain operations.

#### Growing the Business While Satisfying Demand Is Getting Tougher

Catalog disparities, invoice errors, and lost sales opportunities are only a few of the inefficiencies that consumer product manufacturers face today. The common denominator of these challenges is bad product data. Using inaccurate and outdated information seriously affects consumer product operations, particularly in areas where close collaboration with trading partners is required.

To tackle these challenges, the GS1 standards body developed the Global Data Synchronization (GDS) process. GDS is a standardized process for the exchange of product data in the Global Data Synchronization Network (GDSN), built around the GS1 Global Registry and certified data pools.

GDS can drive unnecessary costs out of the supply chain by decreasing retail out-of-stock situations, reducing price-settlement claims, and achieving more-efficient promotion planning as well as a more-efficient replenishment process between supplier and customer.

#### Benefits of Global Data Synchronization

Collaborative business relies on accurate and consistent data to run a smooth, quick, and cost-effective business operation. Suppliers are increasingly finding that by synchronizing data across their entire supply chain infrastructure, they can benefit from:

- Reduced time to shelf
- Fewer discrepancies in shipments to retailers
- Reduced number of invoice write-offs
- Decrease in item setup and maintenance costs
- Faster time to market with new products

GDS is growing inexorably – more than 3,000,000 products are registered in the GS1 registry today, further increasing the benefit potential, as more and more retailers and manufacturers start using the process.

Prior to the GDS process, weeks of effort were required of consumer products manufacturers to get new products into retail systems – not including the time required to get these products to the sales floor. With GDS, new items can be received, processed, and approved by retailers within hours. Narrowing this time frame generates tremendous benefits to suppliers and retailers, who can now capture sales that would not have been possible previously.

Synchronizing data in a standard format also provides a solid foundation for efficient collaboration in areas like tracking and tracing and collaborative planning forecasting and replenishment. GDS enables suppliers and their retail partners to reduce costly administrative errors in invoice pricing, purchase orders, and product delivery as well as increase scanning accuracy. In addition, it allows companies to get new products to market faster and continuously update



“Many recent studies have shown that companies can gain competitive advantage through synchronizing accurate data. Synchronizing accurate data will yield far greater returns than companies realize, and we are confident this will encourage and inspire those companies that have been waiting to get started.”

**Bob Noe**, CEO and  
Senior Vice President, GS1 US

and communicate changes to existing product information.

The positive results of the GDS process have been proven in recent industry research. Many of the world's most successful consumer products companies have achieved tremendous improvements in their supply chains by adopting GDS.

### **Consumer Products Companies Rely on SAP® Software**

As a trusted vendor supporting more than 4,000 consumer products companies, SAP understands how impor-

tant it is to improve supply chain efficiency. It delivers innovative software that creates a competitive advantage for consumer products companies like yours. Through extensive research, implementation experience, and dedication to quality, SAP has developed software that supports your initiatives in new product development and introduction, inventory management, collaborative process support, demand-driven supply networks, and end-to-end trade promotions.

As part of its ongoing effort to support your business needs, SAP offers a mature and comprehensive GDS solution based on the SAP NetWeaver® technology platform and its master data management (MDM) component. The SAP NetWeaver Master Data Management (SAP NetWeaver MDM) component enables advanced functions that improve your processes through more reliable and more available product data, increased visibility, and simplified collaboration across the supply chain.

### **GDS with SAP NetWeaver Master Data Management**

With SAP NetWeaver MDM, you can transport, enhance, and communicate product information from either an SAP source (such as the SAP® ERP application) or a non-SAP source to the 1SYNC data pool. Then, from a graphical console, you can create and manage trade-item data that conforms to the GS1 standard for communication of supply chain data. A sophisticated publication mechanism helps to ensure

that you and your trading partners always exchange the information you need and that your systems are always synchronized.

**Faster Implementation, Faster Results**  
SAP NetWeaver MDM provides built-in conduits to 1SYNC, making it the fastest way for your company to exchange product information with this global data pool. Using standardized protocols, you can publish your trade data seamlessly on 1SYNC without changing any preexisting processes.

With SAP software, your IT department is free to focus on the business needs of the organization rather than on the challenges of integrating with an external, geographically remote system. Using SAP NetWeaver MDM for your GDS initiative also reduces the need for costly and time-consuming custom-built solutions or certification courses.

### **Integrate GDS Activities into Existing Roles and Tasks**

Introducing new products, updating existing ones, and bringing new trading partners onboard must be handled quickly and efficiently. The SAP NetWeaver MDM functionality for global data synchronization enables you to tailor user access based on attribute values like target market or brand, distribute tasks via workflow, and automate the publication process. In a user-friendly graphical user interface, the GDS process can be handled end to end.

### Analyze and Report Success

A solid data foundation is the key for successful collaboration. Traditional GDS only supports the isolated exchange of data, which does not allow for the monitor-and-control consequences of data synchronization in detail. The SAP solution allows you to analyze the improvement in your collaborative processes in comparison with key figures from your GDS activities.

### Data Consistency and Quality Build Confidence for Your Partners

SAP simplifies the number one goal of GDS, which is to keep product information consistent between trading partners. Simple upload of back-end content, automatic forward of product modifications, and a powerful authorization concept make sure that your business information is up-to-date. Traditional GDS depends on the old IT adage “garbage in, garbage out”; with SAP NetWeaver MDM support for global data synchronization, data quality is better ensured. All outgoing product information is validated against GS1 rules prior to reaching the data pool. With the capability to add validation rules on your own, you can help ensure maximum data quality for your trading partners.

### Powerful Partnership with the Number One Data Pool in the World

SAP is a long-time certified solution partner of 1SYNC. Since the GS1 standard is dynamic and constantly changing, SAP collaborates closely with 1SYNC to continuously update its global data synchronization solution,

to be in step with the latest developments in the GS1 standard.

### Active Participation in Global Standards Bodies

SAP is committed to ensuring data consistency and accuracy between manufacturer and retailer. This commitment is evidenced by its support of the industry standards GS1 and Electric Product Code (EPC) and its active involvement with standards bodies such as EPCglobal and the Global Standards Management Process forum of the GS1 organization.

### Why Choose SAP Software for Global Data Synchronization?

The GDS enabled by SAP NetWeaver MDM helps you exchange and synchronize product data to comply with retailer trade initiatives. It also helps you attain dramatic supply chain enhancements across the enterprise. GDS lets you enjoy the following advantages:

- Reduce the error-processing costs resulting from inconsistent product data by helping to ensure data consistency and accuracy between manufacturer and retailer (via the creation and management of global trade-item numbers).
- Implement a quick but complete solution for complying with trading-partner requirements.
- Lower the risk involved in adopting a new solution by relying on SAP's commitment to evolving standards such as GS1 and EPC.
- Achieve a lower total cost of ownership than you would with competing solutions by taking advantage of the

comprehensive SAP NetWeaver technology platform, which can support your existing heterogeneous IT landscape.

- Expand your GDS solution into a comprehensive MDM solution.

### Find Out More

If you would like to learn how SAP NetWeaver MDM can help your organization achieve global data synchronization, visit [www.sap.com/mdm](http://www.sap.com/mdm) or contact your local SAP sales representative and request a demo.

### SAP: Delivering IT-Powered Business Innovation

SAP delivers products and services that help accelerate business innovation for our customers. We believe that doing so will unleash growth and create significant new value – for our customers, SAP, and, ultimately, entire industries and the economy at large. Today customers in more than 120 countries run SAP applications – from distinct solutions addressing the needs of small businesses and midsize companies to suite offerings for global organizations.

### From Walldorf to Wall Street: The SAP Success Story

Founded in 1972, SAP has a rich history of innovation and growth that has made us a true industry leader. SAP has sales and development locations in more than 50 countries worldwide and is listed on several exchanges, including the Frankfurt Stock Exchange and NYSE under the symbol “SAP.”

---

## Summary

The SAP NetWeaver® Master Data Management component helps companies support global data synchronization to provide product data consistency, quality, and distribution between trading partners. With this greater ability to transport, enhance, and communicate product information, companies know they have more-reliable data for better supply chain operations.

---

## Business Challenges

- Inaccurate and outdated product data, which seriously affects consumer product operations, particularly when collaborating with trading partners
- Large amount of effort required to get new products into retail systems and to the sales floor

---

## Key Features

- **User-friendly graphical console** – Create and manage trade-item data that conforms to the GS1 standard for communication of supply chain data
- **Sophisticated publication mechanism** – Help ensure that you and your trading partners always exchange the information you need and that your systems are always synchronized
- **Built-in conduits to 1SYNC** – Create the fastest way for your company to exchange product information
- **GDS integration with existing roles and tasks** – Tailor user access based on attribute values like target market or brand, distribute tasks via workflow, and automate the publication process
- **Analysis and reporting** – Analyze improvement in collaborative processes in comparison with key figures from GDS activities

---

## Business Benefits

- Reliable and more consistent product information
- Faster time to market for new products
- Reduced error-processing costs resulting from inconsistent product data
- Continuous updating and communication of changes to existing product information

---

## For More Information

Call your SAP representative, or visit us online at [www.sap.com/mdm](http://www.sap.com/mdm).

50 071 620 (09/08)

©2009 by SAP AG.

All rights reserved. SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects S.A. in the United States and in other countries. Business Objects is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.