

# 携手共创价值

——通过全球数据同步赢取未来，改善合作

P&G , GS1 China

2008.6

# 议题

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- GDS的作用
- 宝洁全球实施GDS的案例分享
- 中国数据池与韩国电子目录握手
- 工作组的进展——零售商的参与和推动

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# Synchronization—

## The Next Generation of Business Partnering

Wal-Mart and P&G

# *Agenda*

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- Business Background – Why we need it
- P&G GDSN Program – How we proceed it
- Benefits – What we gain from it
- Collaboration learning sharing

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# *与KorEANnet握手*

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# Synchronization—

## The Next Generation of Business Partnering

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- Business Background – Why we need it
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# *Background*



Manage Biz Thru:

Calendar

To Do List

Address Book

**High-tech and High-efficiency! However...**



# The Traditional System



## For Item Code Update

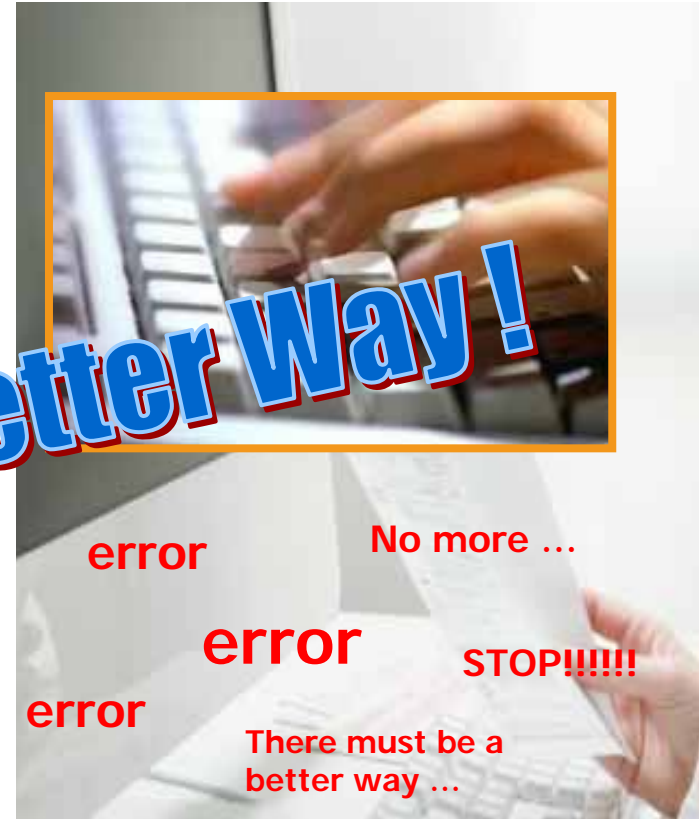
- P&G sales team manually enter item information on the retailer new line form
- The form is passed to the buyer
- The buyer approves/rejects the new item
- Item data is manually entered in the retailer's systems



# Issues in...

- Hundreds of item adds and changes per year,
- Multiple manual entries each change,
  - ▶ Huge manual efforts
  - ▶ Low Speed
  - ▶ Multiple chances for error
  - ▶ Tons of disruptions in Supply chain
    - » OA
    - » Product Receiving
    - » Payment

**We Must Have A Better Way!**



# *Why is Wal-Mart using Data Sync*

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- Eliminates hand keying for creation and maintenance of items
- Real Time updates for item maintenance
- 5% - 15% increase in market share for early arrival of new items.
- Allows increase in the efficiency of your business
- Build foundation for electronic collaborative commerce.

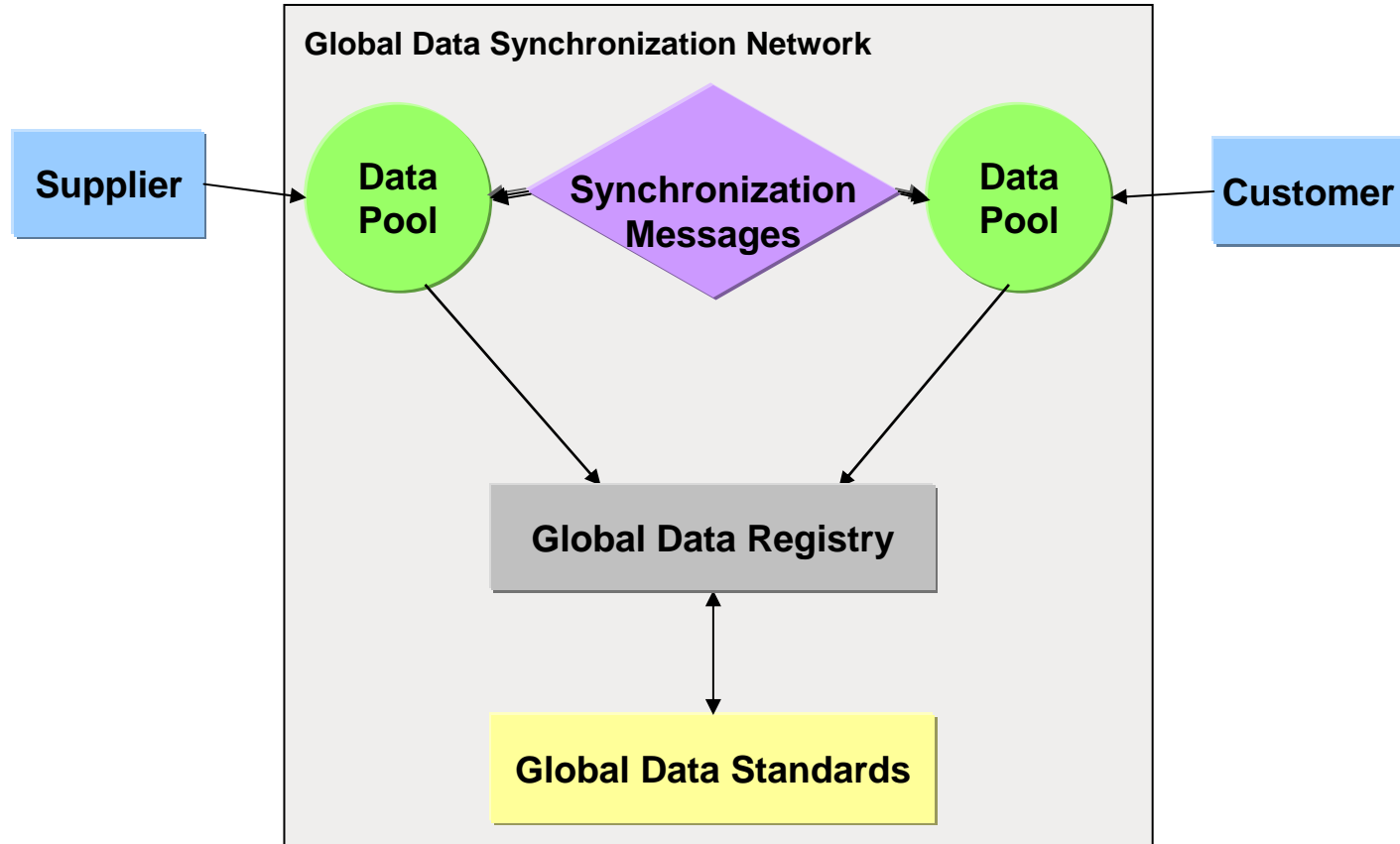
# *Why do Suppliers use Data Sync*

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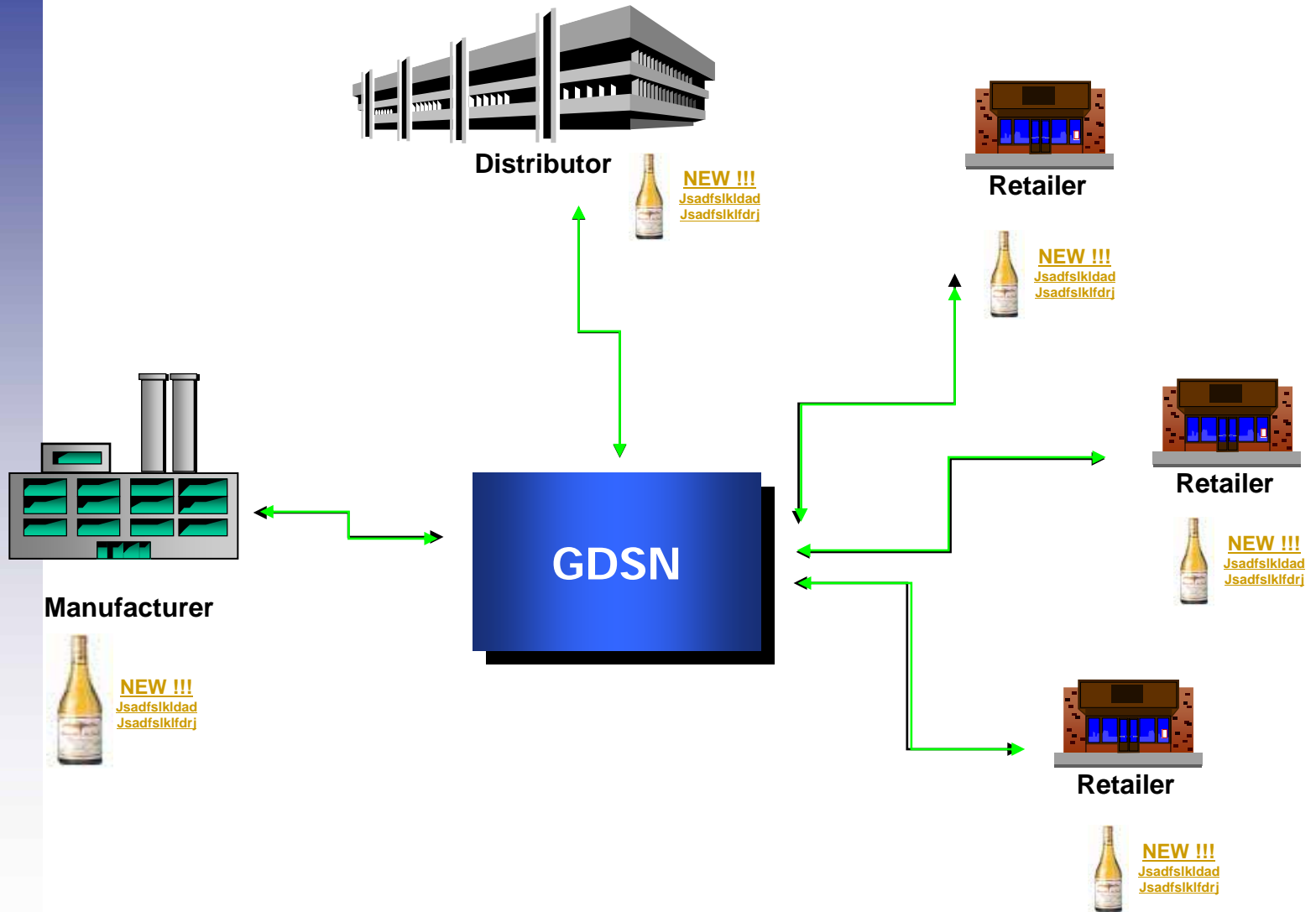
- More accurate information leads to more accurate purchase orders, invoices and improves in stock.
- Eliminating inaccurate supply chain information could save the consumer packaged goods and retail industry \$25 - \$50 Billion each year.
- P & G and Wal-Mart have saved \$1.2 Million in rework administrative cost alone.
- Improved outbound logistics processes.

# The Global Data Synchronization Network

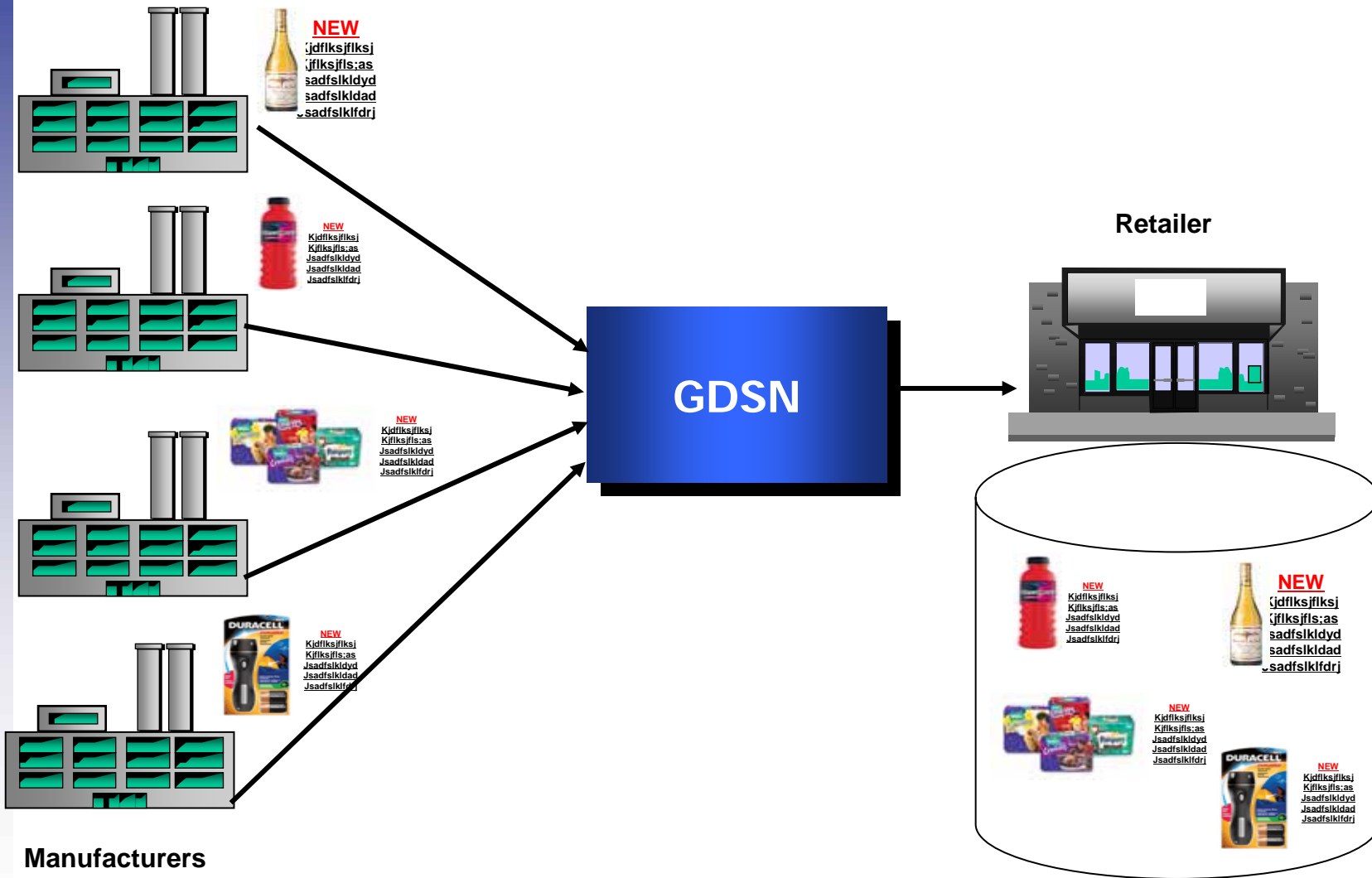
Eliminate Manual Data Management Processes And Align Product Data Between Trading Partners



# Data Sync – Manufacturer Perspective

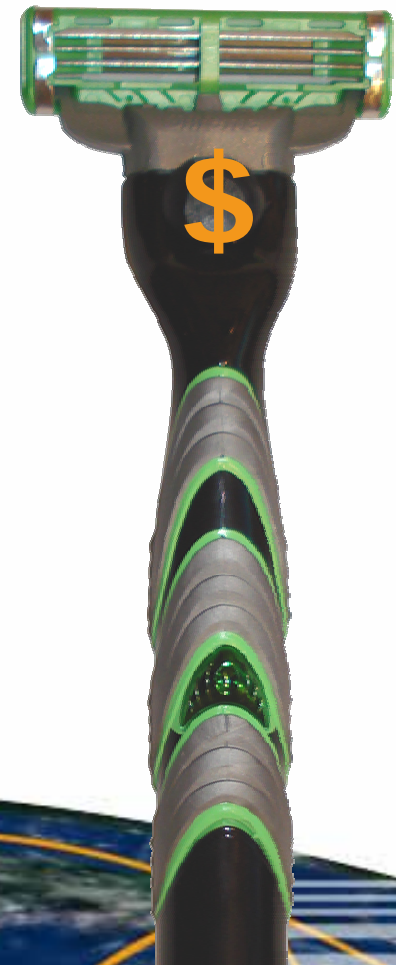


# Data Sync – Retailer Perspective



Shaving errors.  
Saving money.

The  
***P&G***  
Story



# The Value of Data Synchronization

Synchronizing  
**Item Files**  
**reduces supply**  
**chain errors,**  
eliminate re-work  
and improve speed to  
market.

 reduce supply  
chain errors

~~rework~~

\$



# 1. Item File Synchronization



## Improves Purchase Order Accuracy

- P&G achieved a 10% improvement in purchase order accuracy with one trading partner

↑ 10%

- P&G raised 'quality' purchase orders from 73% to 92% with another trading partner

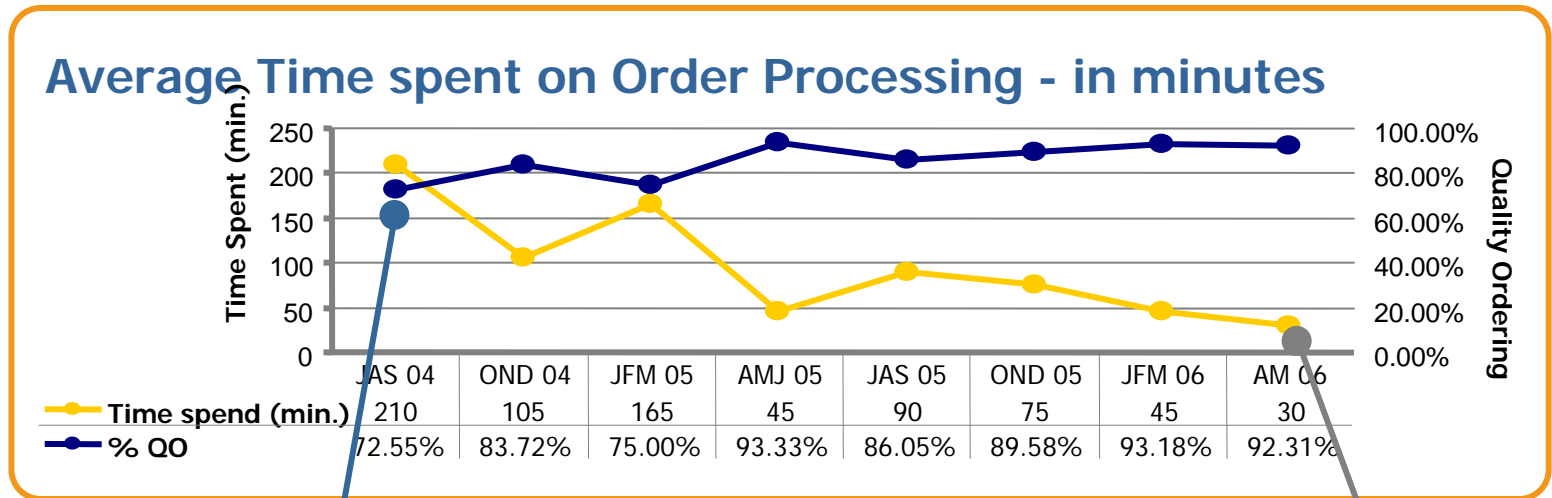
↑ 19%

- Trading partners realized similar benefits



# 2.1 Better PO Accuracy Reduces Time Consuming Re-Work & Reconciliation P&G

•Quality Purchase Orders improved from 73 to 92%



**Before  
GDSN**

•Time spent reconciling orders dropped from 210 minutes per order (on average) to 30 minutes

**After  
GDSN**



## 2.2 GDSN Frees Up the Sales Force



- Data Sync removes the non value add work ...
- So, sales teams could focus on three areas:
  - ▶ Generating demand for product
  - ▶ Selling the product
  - ▶ Growing the business



**Great, the data flow  
is automatic**

**BONUS!**

**No more forms**

**Now I'm working on value add  
work!**

## 2.3 Improve Transportation/Payment Efficiency



- Better transportation planning, e.g. full truck sizing
- Better receiving
- Better Warehouse management
- Reduce invoice discrepancy due to item data
- Fundamental of further collaboration, e.g. EDI, RFID



### 3. GDSN Improves Speed to Market



- Previous setup times on new line form
  - ▶ Average elapsed time = 56 days
  - ▶ Average actual time = 1.6 hours
- By sending product data through the GDSN, speed to market can be improved by 2 to 4 weeks

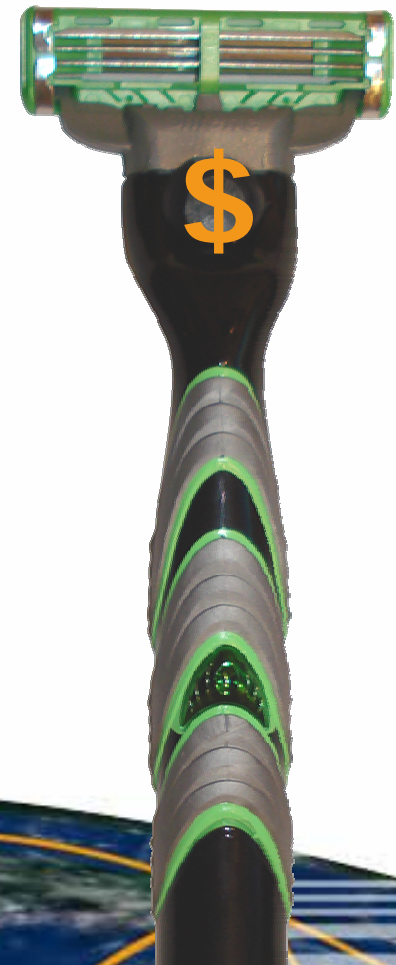


- A Seamless flow of information with no manual intervention ensures a more efficient process

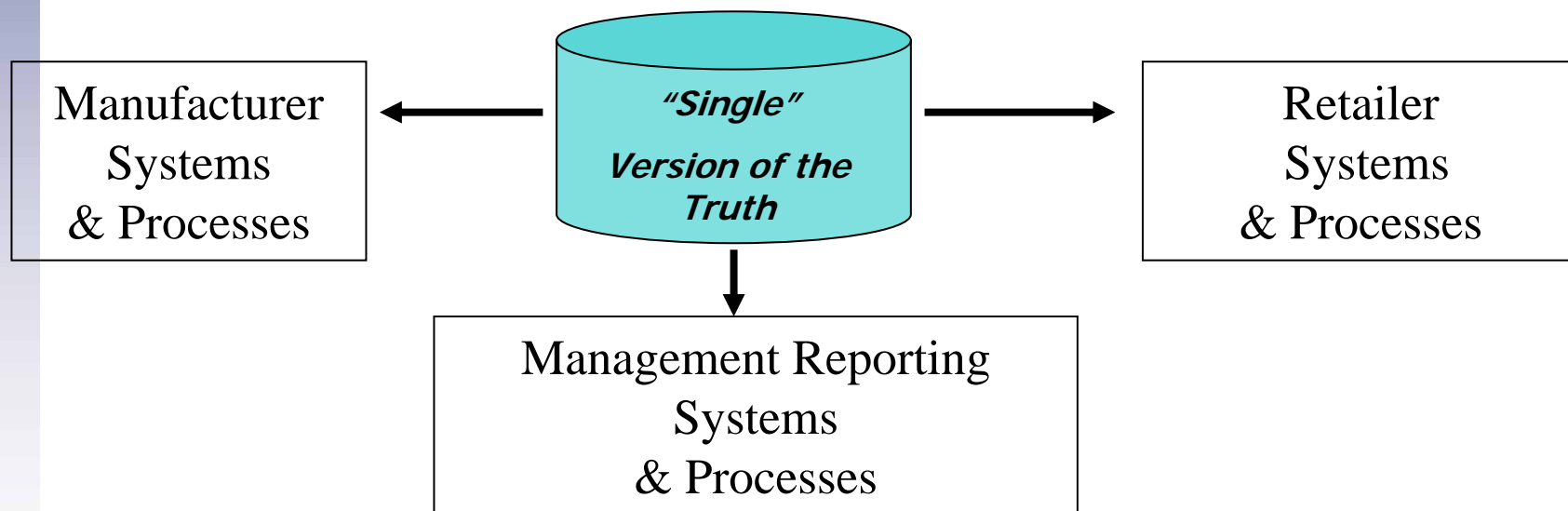


# The Collaborative Experience

The  
***P&G***  
Story



***“Trading Partners Synchronize Against a Single Source of Master Data”***



- Without accurate data, data synchronization will only enable the rapid, seamless transfer of bad data.
- Synchronizing data through the GDSN has *highlighted* the need for accurate data
  - Trust and be Trusted
  - Put the right people, processes and technology in place to ensure data remains accurate, consistent, complete and standard compliant across the end to end value chain
  - Good service from GS1



- GDSN only create value when **business processes transformation** ‘hand in hand’ with GDS implementation
  - Across the extended value chain
  - Define the ‘to-be’ processes prior to implementation
- Use GDS implementation as a catalyst for change
  - e.g., re-engineer the new item introduction process

- Include GDS in joint business planning sessions
- Trading partners set joint expectations
- Start small and roll-out GDS by category
  - Begin with the “core” attributes
- Integrate GDS into day to day business operations

# As a Result



# *The Prize Is Attainable & Could Be Bigger*

- Increasing Sales

- ▶ J&J and Wal-Mart US eliminated data related out-of-stocks (OOS), equal to 2.5% of total OOS (can be up to 9% with other retailers)
- ▶ US retailer Wegmans reduced their speed to market by 2 weeks and as a result have realized increased store sales
- ▶ P&G and La Fragua in Latin America reduced average time to market from 3 to 2 months (4 weeks extra sales)

- Improving Productivity

- ▶ Albert Heijn in the Netherlands have realised a 30% reduction in FTE time to setup and maintain new items
- ▶ Gillette Venezuela have improved their order processing productivity by more than 50%

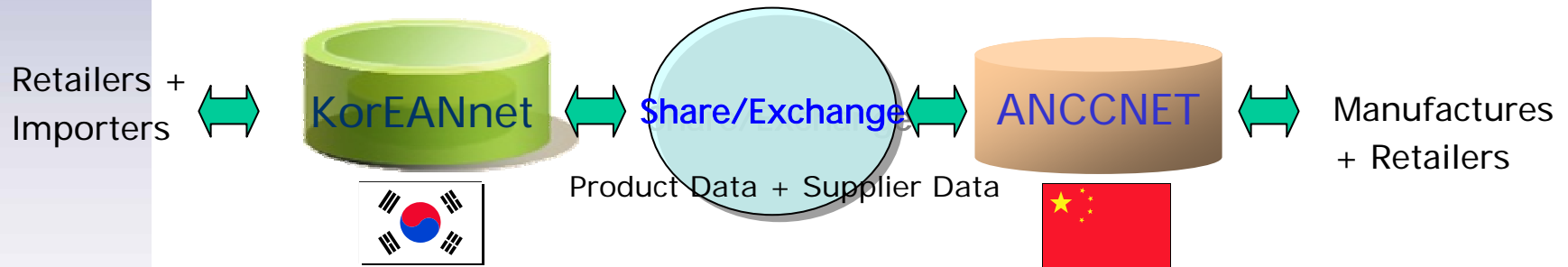


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# *与KorEANnet握手*

# China Express Service

- “China Express Service” (CES) has been established through the cooperation between GS1 China and GS1 Korea.



# Information Sharing

- Add a new menu -- China Express Serive -- in <http://www.koreannet.or.kr>

구분	식품	일용품	문화용품	내구소재	취류,잡화	기타상품
상품정보	2,073건	657건	534건	973건	933건	122건
회원정보	282사	116사	88사	73사	41사	20사

“China Express”

New Menu Added

1. Searching Factories & Distributors
2. Searching Products by Region or by Category



Product Sourcing for Korean Retailers & Importers

Promotion for Chinese manufacturers



Korean retailers' contacting



Establishes Business



# Information Sharing

- Add a new menu -- China Express Service -- in <http://www.koreannet.or.kr>

**KorEAnnet** 코리아넷 회원가입 상품정보등록 바코드검증 커뮤니티

유통정보의 혁신,  
코리아넷이 함께합니다.

Education System

HOME > China Express

### China Express Service 소개

**China Express** 란?

유통물류진흥원 바코드 회원사들에게만 제공되는 중국과의 비즈니스 창출을 위한 서비스로서 대한상공회의소 유통물류진흥원(GS1 Korea)과 중국상품코드센터(Article Number Center of China - GS1 China)와 공동으로 제공하는 **중국 상품/업체 검색서비스**

이제는 코리아넷에서 바로 중국에서 생산되는 상품을 검색하고, 상품의 생산자 정보를 쉽게 얻을 수 있으며, 한국의 바이어가 원하는 중국상품과 생산자를 직접 요청해서 찾을 수도 있습니다.

문의처) 대한상공회의소 유통물류진흥원 표준사업팀 02-6050-1481~5

**GS1 China** *China Express Service* **KorEAnnet**

This service is powered by ANCCNET that allows users to search goods and suppliers of China directly.

"China Express Service" has been established with the friendship between GS1 China (Article Numbering Center of China) and GS1 Korea (Korea Chamber of Commerce & Industry) who have a strong leadership to the retail and logistics industry in each country. We believe that China Express Service is driving both countries' users to make successful business much easier than ever.

### Search Suppliers or Goods from China

Please click the button to select a category:

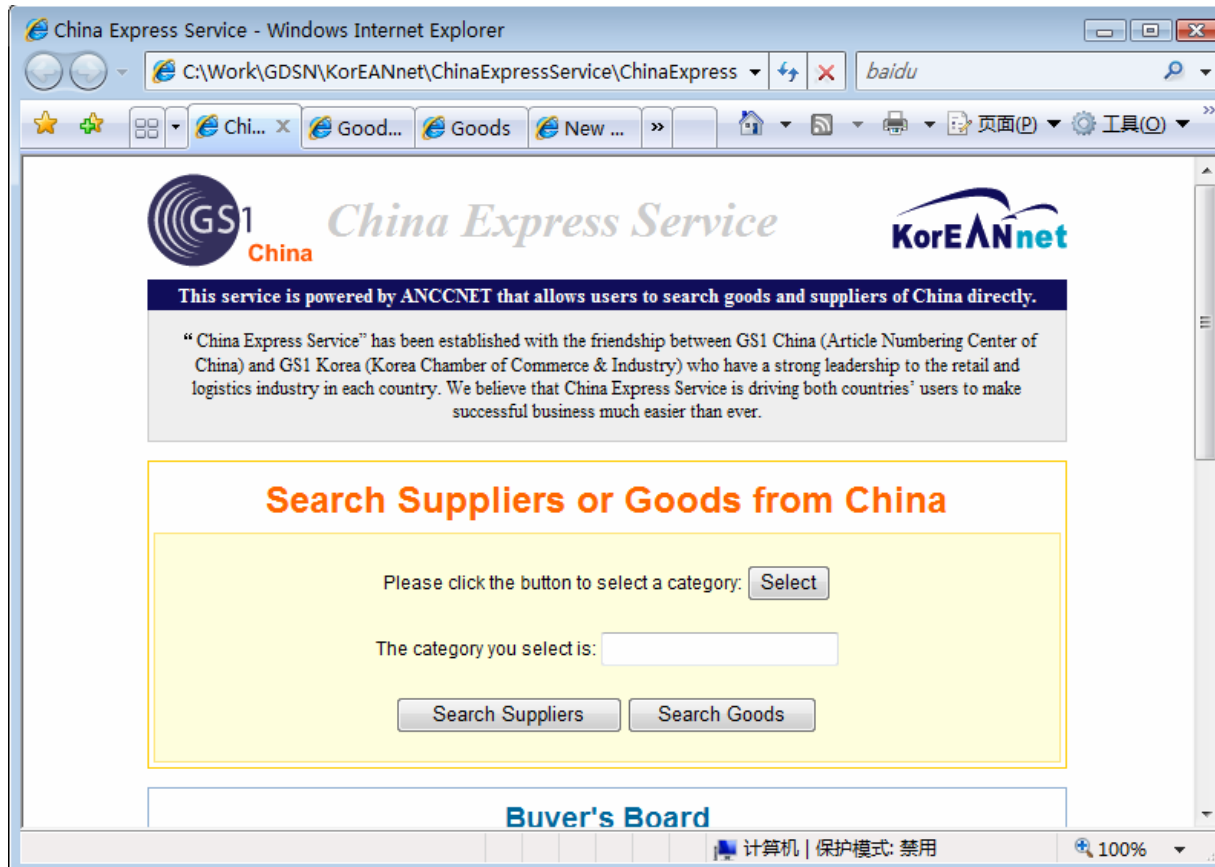
The category you select is:

체크카드지트 계산  
교육시스템

Quick Menu

# A quiker way to get the information you need

- Search for Chinese suppliers and goods with keywords or special category (UNSPSC)



# *Next Priorities*

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- China Wal-mart & P&G
- Abest & P&G
- Shenzheng Tianhong & P&G