

The background features a light gray grid pattern. Scattered across the grid are various 3D-rendered spheres and rings in colors including yellow, red, blue, and green. Some spheres are solid, while others are hollow rings. They are positioned in the corners and along the grid lines, creating a dynamic, data-oriented aesthetic.

IBM Software

Information On Demand **2010** Comes To You

Unlock the True Value of Your Information

IBM Software

Information OnDemand **2010**
Comes To You

“Crunch” Time for UK Retail

Industries golden opportunity to strip out costs and improve the consumer experience through data quality

Alaster Purchase
Operations Director, GS1 UK

Unlock the True Value of Your Information

Agenda

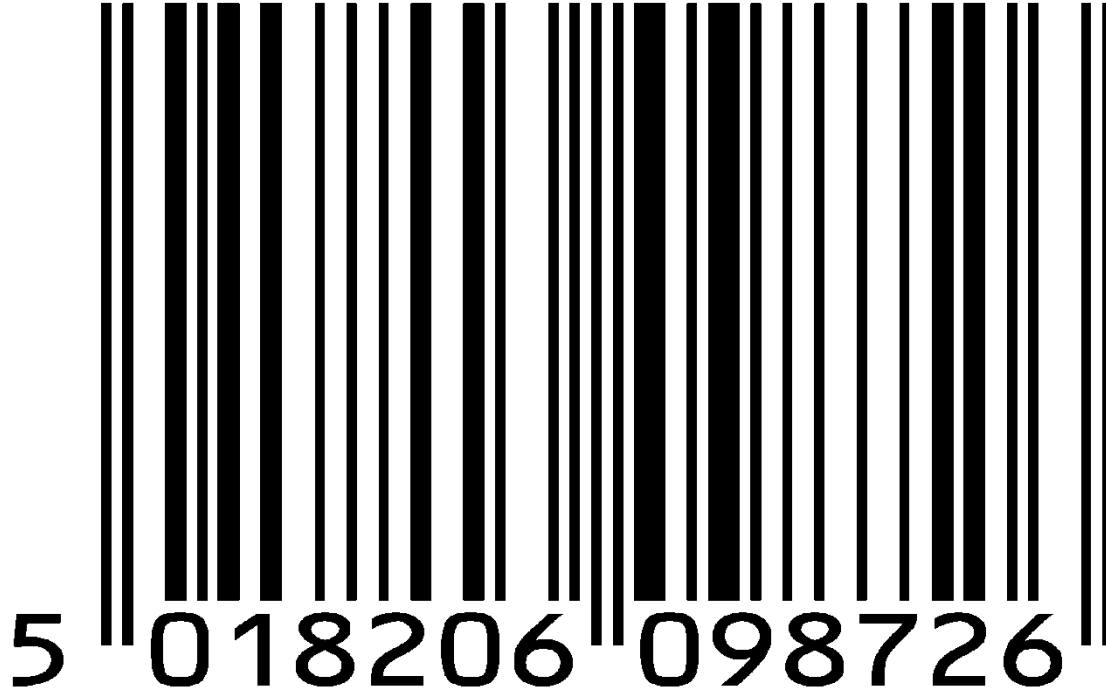
- About GS1 – who we are and what we do
- The drivers behind ‘Data Crunch’
- What we did
- Key findings
- The solution
- Q&A



About GS1 UK



GS1 – ‘an unknown known’



Promote, develop & deliver - the global language of business



Global standards for automatic identification
Rapid and accurate item, asset or location identification



Global standards for electronic business messaging
Rapid, efficient and accurate business data exchange



The environment for global data synchronisation
Standardised, reliable data for effective business transactions



Global standards for RFID-based identification
More accurate, immediate and cost effective visibility of information

(Common, unique, global) **Identification**

Keys (eg product, location, assets) and Attribute data (eg best before date)

Promote, develop & deliver - the global language of business

The GS1 System

greater than the sum of its parts

GS1 UK Snapshot History

- Established in 1976
- Independent, profit neutral association
- Owned by its 23,000+ members
- 55 (FTE) staff based in central London
- 2009/10 turnover of £6.7m
- Part of the worldwide GS1 network



Our larger stakeholders

**RECKITT
BENCKISER**

**The
Gillette
Company**

**WH
S**

npower

Sainsbury's
making life taste better



HITACHI
Inspire the Next

T-Mobile

**MARS
incorporated**



VAUXHALL



Nestlé

BUNZL

Coca-Cola



POWERGEN

TESCO



GlaxoSmithKline

NHS

Connecting for Health

Scottish & Newcastle

The Leeds Teaching Hospitals
NHS Trust

Procter & Gamble



HMV
www.HMV.com



amazon.com.



SONY

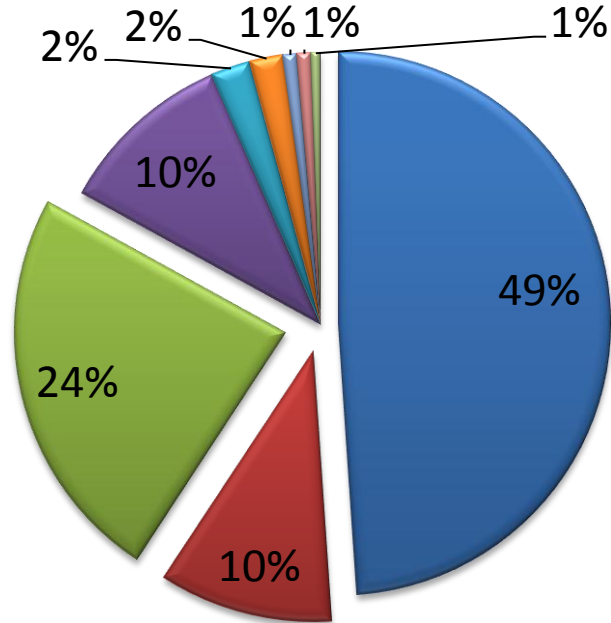


SAINT-GOBAIN

DIAGEO



Membership breakdown by turnover



- Less than £0.5m
- £0.5m - £1m
- £1m - £10m
- £10m - £50m
- £50m - £100m
- £100m - £250m
- £250m - £500m
- More than £1bn

> 80% of membership has an annual turnover of less than £10m



The drivers behind 'Data Crunch'



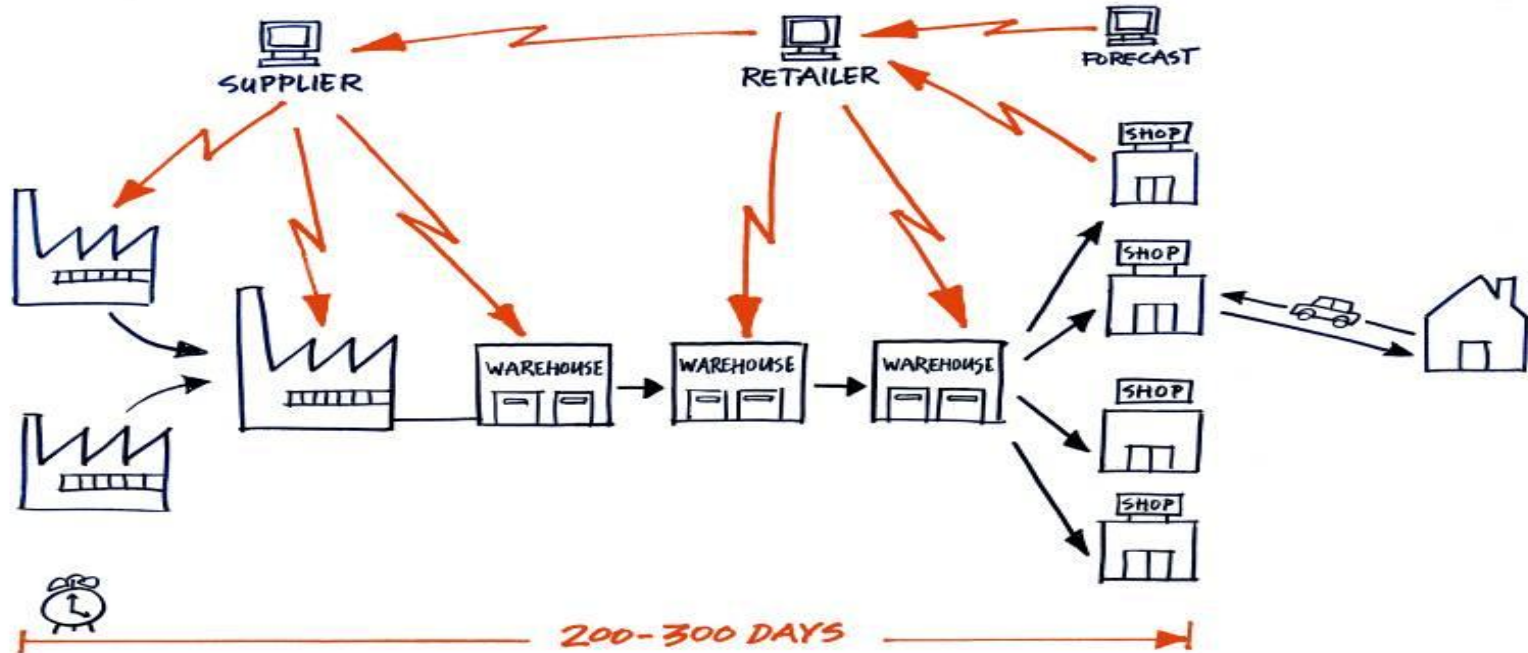
Top of Mind – Data Crunch in Context

- No surprise, it's the **economy & consumer demand** that is #1
- **Food Safety** is still very high priority
- **Drive for Efficiency and data quality** continues to underpin all TOM issues

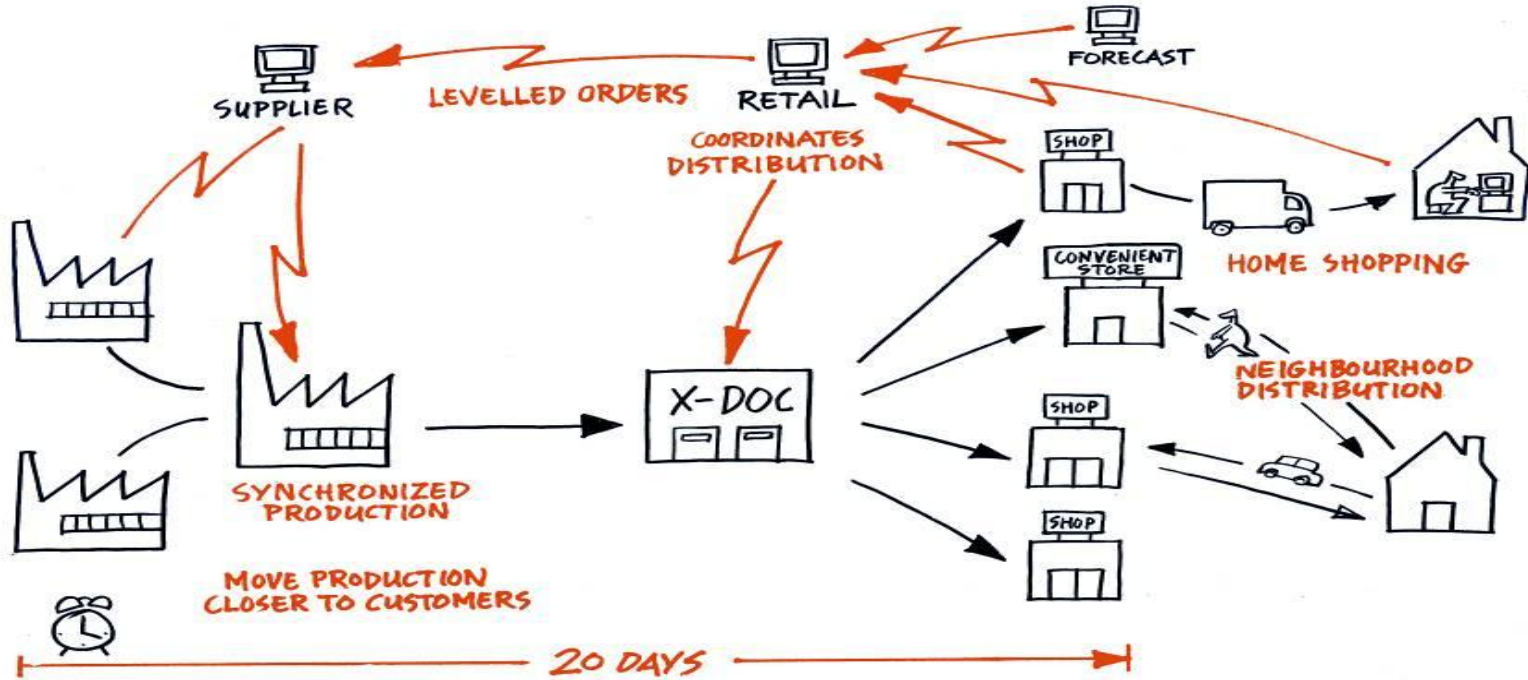
	ISSUE	% choosing issue	RANKING 2009	RANKING 2008
1	The economy and consumer demand (e.g. energy costs, demographic change, consumer trends)	56	1	4
2	Food safety (e.g. standards, traceability, consumer confidence)	33.6	2	2
3	Corporate responsibility (e.g. sustainability, social standards, corporate governance)	33.1	3	1
4	The competitive landscape (e.g. consolidation, discount, new channels)	29	4	9
=5	Retailer-supplier relations (e.g. trade costs, pricing collaboration)	28	=5	5
=5	The retail/brand offer (e.g. price-points, assortment, format)	28	=5	8
7	Consumer health & nutrition (e.g. product development, labelling, education)	20.3	7	3
8	Consumer marketing (e.g. loyalty programmes, promotions, advertising)	19.3	8	11
9	Technology and supply chain (e.g. in-store technology, RFID, out-of-stocks, logistics)	17.6	9	7
10	Human resources (e.g. staff recruitment and retention, operational performance)	13.4	10	6
11	Internationalisation (e.g. international expansion, global sourcing)	11.7	11	10
12	Regulations (e.g. store openings, pricing, labelling)	8.1	12	12

600 decision makers in food and consumer goods across 54 countries

The evolving value chain of 2016



The evolving value chain of 2016



Why now?



• In tough economic conditions the industry needs to maximise **efficiency**



• Increasing **demand for data from consumers** – nutritional, safety, lifestyle, environment, ethical



Increasing regulation around food and product safety and impact on the environment

UK vs rest of the world

- Globally, many countries have advanced industry master data management solutions (using global standards and Data Synchronisation)



- To date, the UK deployment of an industry wide approach using global standards has been less advanced

Key project objectives

1. Understand the impact of inconsistent data on the UK supply chain and identify opportunities to increase efficiency and reduce costs
2. Understand the impact of inconsistent data on 'the Future Value Chain'
3. Collaborate with the stakeholders to agree and develop an industry action plan and solution

Data quality and the consumer

Reckitt Benckiser examples of creative dataflow management leading to entertaining **shelf edge descriptions** and **customer receipt descriptions** appearing in a certain retailer...



Mr Sheen Twin Pack 56s Orange
and Citrus Wood Wipes

becoming

Sheen Twin Fruity Wood Wips



Dettol 300ml Soft Water Lilly Aerosol

becoming

Dettol Soft Willy Aerosol



What we did



Project players



A BIG project

GS1 UK

Gary Lynch & GS1 UK Board – SB Sponsors
Malcolm Bowden – Project sponsor
Alaster Purchase –
Graham Clarke – } Project Board
Harshal Gore – Project Manager
Bryan King
Robert Besford
Tarran Benson West
Gary Hull
Tom Beston & Suraya
Ollie Coussins - KTP

IBM

Justin Suter & Anton Harrison – Sponsors Peter Keith & Wim Stoop

Data Pools

Pierre Giraud – SA2 World Sync
Sean Wilkins – GXS
Colin Griffiths – 1 SYNC

Others

Peter Jordan – Value Chain Vision
Rob Tarrant – BrandBank
Dr Richard Wilding – Cranfield University
Jon Woolven and Tarun Patel – IGD

Retailers

Sainsbury's

Mike Coupe & Gary Balmer – Sponsors
Duncan Race – Data Lead

Tesco

Richard Copperthwaite & Mike Yorwerth – Sponsors
Jon Braggs and Kym Nyugen – Data leads

ASDA

Aniela Tallentire – Sponsor
Sue Munden – Data Lead

Morrison's

Andrew Plews – Sponsor
Mike Kavanagh – Data Lead

Suppliers

Mars

Fiona Blackmore – Sponsor

Unilever

John McFarlane - Sponsor
Eric Kirby & Duncan Burnett – Data Leads

P&G

Karen Winney – Sponsor
Jonathan Birch – Data Lead

Nestle

Chris Tyas - Sponsor
Sarah Jordan – Data Lead

Why IBM?

Requirements:

- 1. Analytics tools:
 - Analytics functionality
 - Scalable
 - Adaptable
 - Flexible

- 2. Industry Knowledge
 - Retail experience
 - Supply Chain expertise
 - Real world insights

IBM's Capabilities:

- 1. Business Analytics & Optimisation:
 - Advanced analytics software
 - Over 1 million records!
 - Intuitive
 - Structured

- 2. GBS Consulting Services:
 - Worked with all major players
 - Leaders in SCM
 - Industry experienced

Steps for the Data Crunch

1

Obtained data files from retail partners

2

Reviewed each file for completeness using
IBM Information Analyser software

3

Matching of consumer unit and traded unit data between
retailer files

4

Requested supplier data

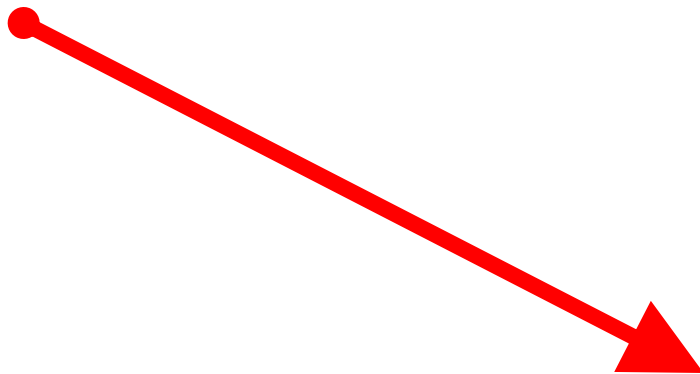
5

Reviewed supplier files for completeness using
IBM Information Analyser software

6

Matching of consumer unit and traded unit data
between suppliers and retailers

Scale of the challenge



17,889 unique
record analysed



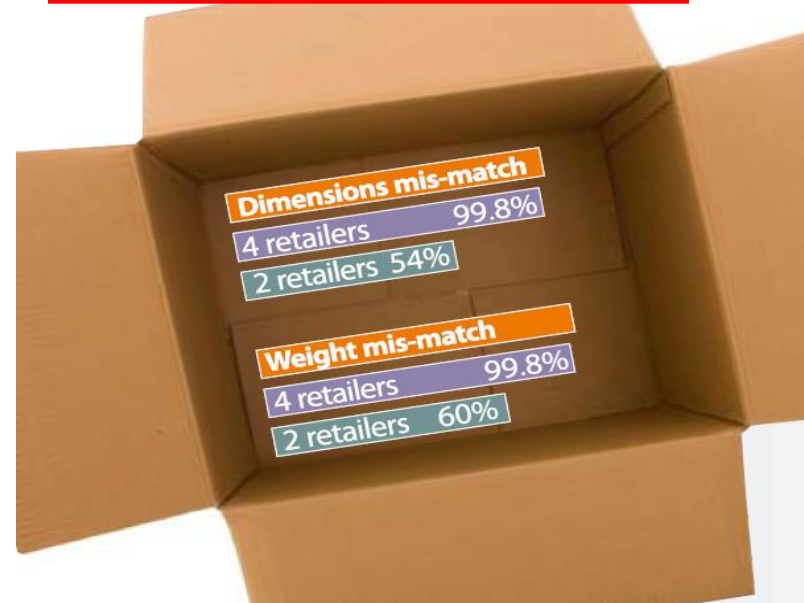
Key findings



Results #1 - consumer and traded units



Extremely low level of correlation of pack dimensions, volumes and weights between 4 retailers



Extremely low level of correlation between the information held on identical products by 3 retailers

Results #2 - TI/Hi & products per traded unit

High level of mis-matches because suppliers provide different configuration to different customers



Level of inconsistency in case/pack size data. Better correlation, but vital data for calculating volume is incorrect 1 in 10 times.

Results #3 - correlation between retailer & supplier data

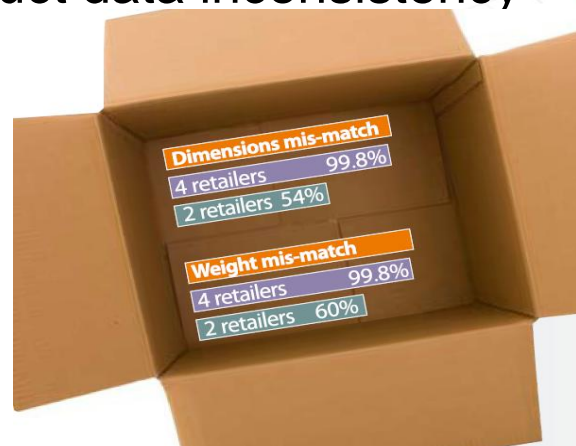


Less than 25% of data held by retailers matched with product data from suppliers

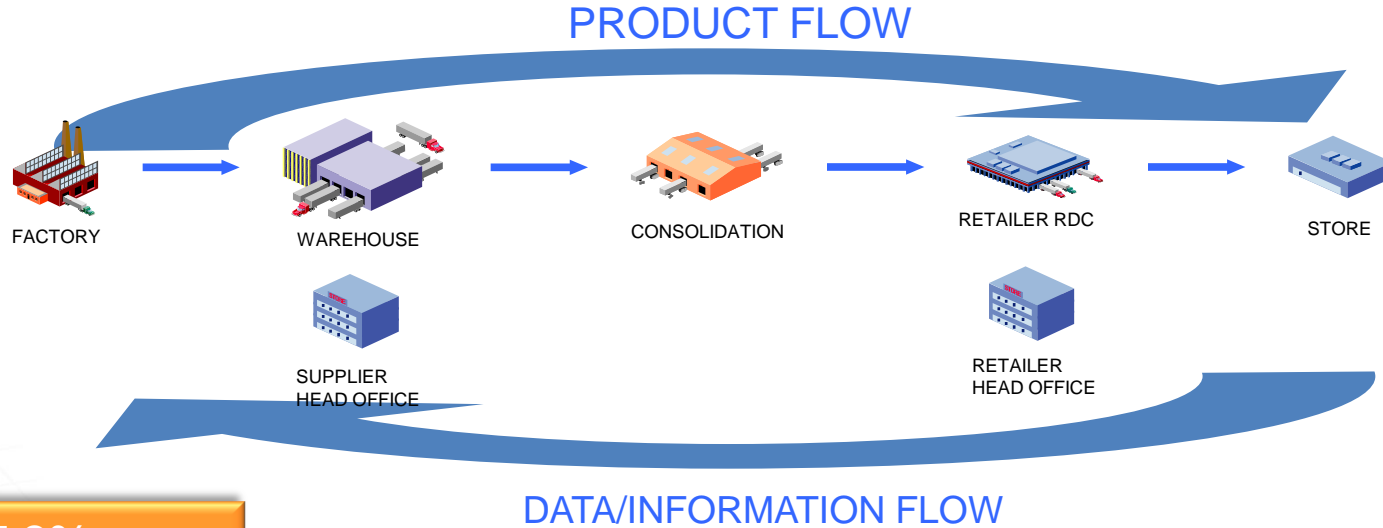
Results summary - Average level of industry product data inconsistency



80%



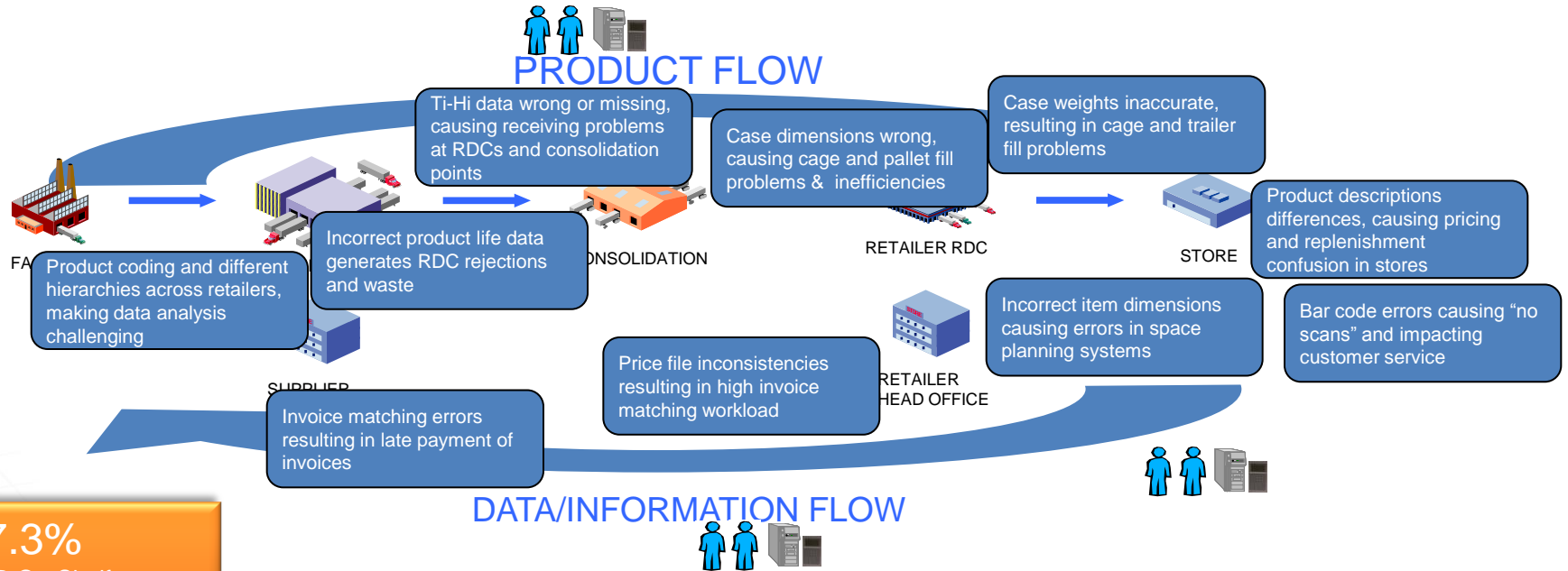
If it ain't broke.....



97.3%

ECR On-Shelf
Availability Survey
Aug 09

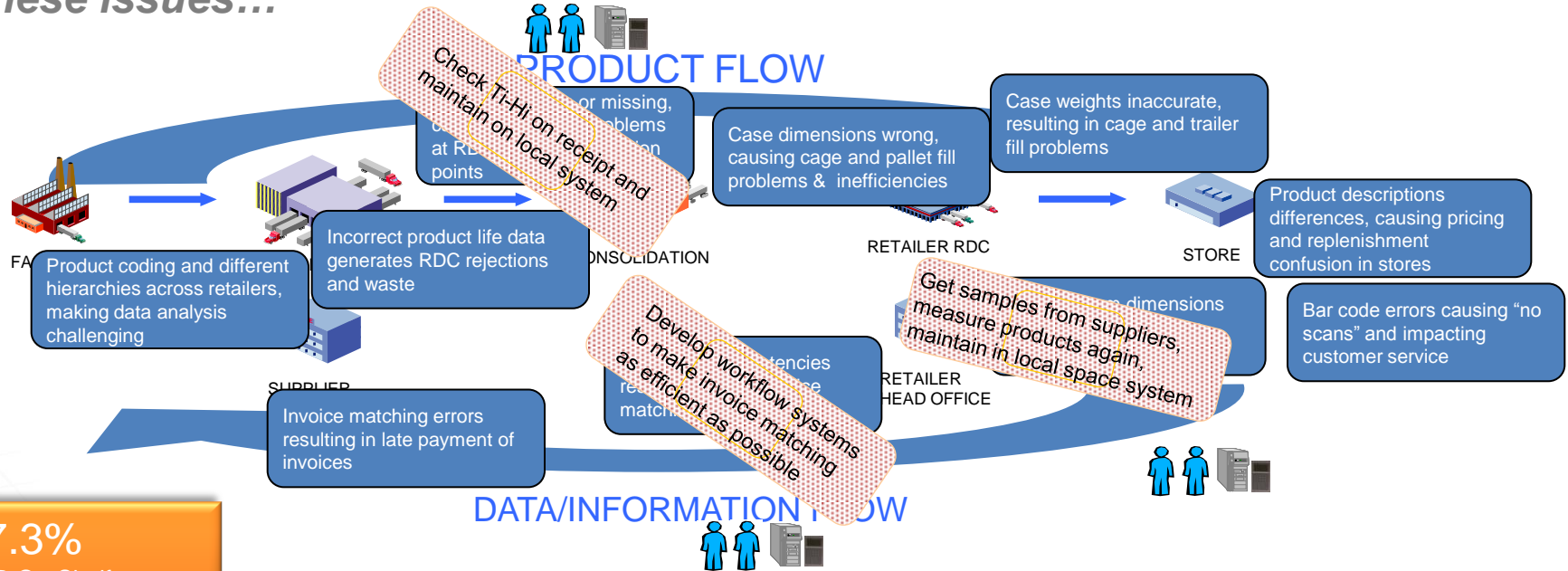
If it ain't broke.....



97.3%
ECR On-Shelf
Availability Survey
Aug 09

If it ain't broke.....

•Over time, retailers have found ways of minimising, avoiding and managing these issues...



...it may not be efficient, but it isn't really broken, so why fix it?

A £billion opportunity

£235m

*5 year cost of
corrections and
manual work
arounds for retailers
and suppliers*

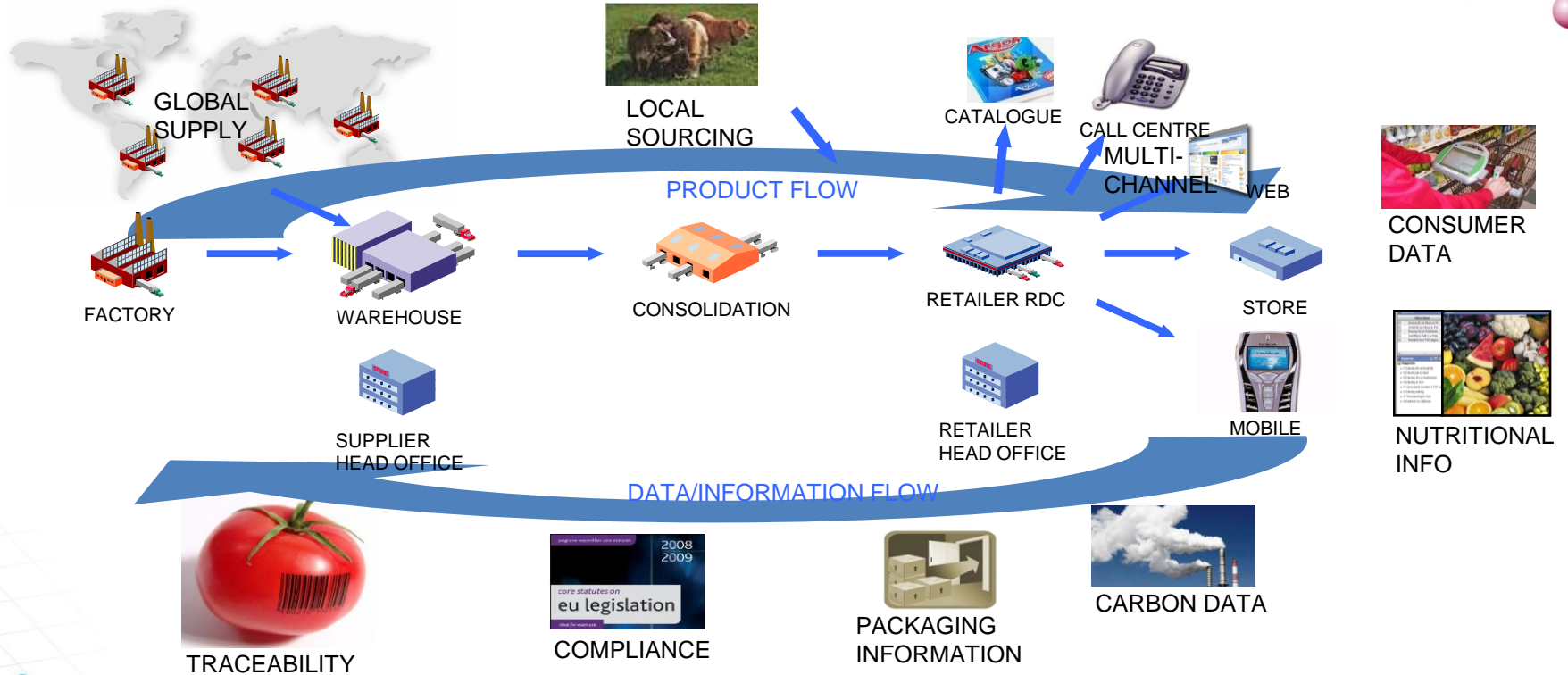
£475m

*The admin shrinkage
over 5 years*

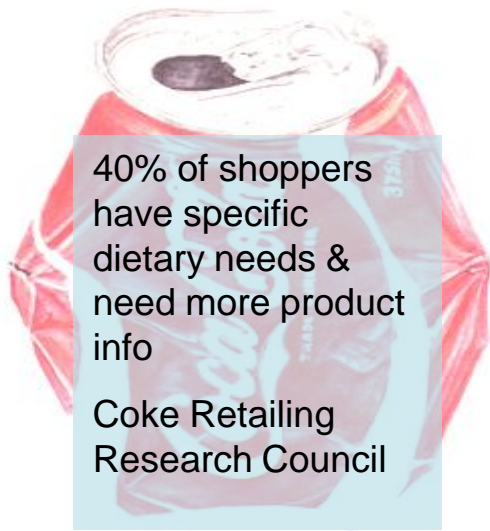
£300m

*Lost sales over next
5 years*

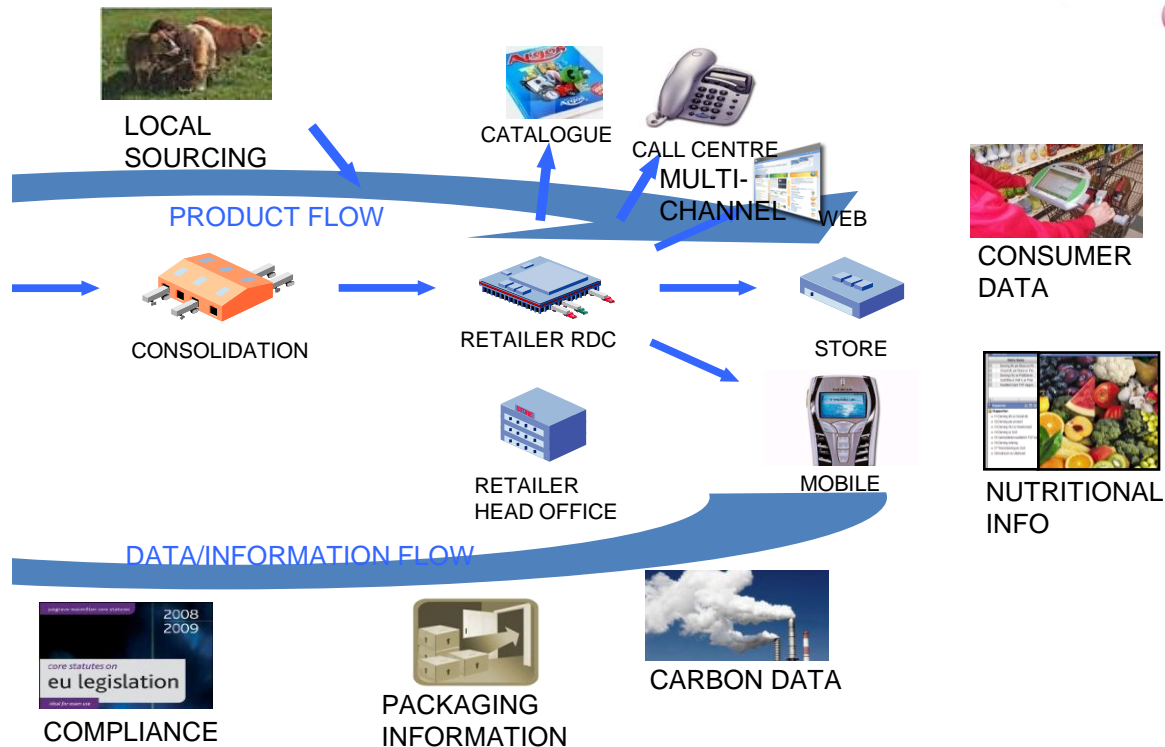
So what for industry (future)? *Shoppers & regulators demand more data*



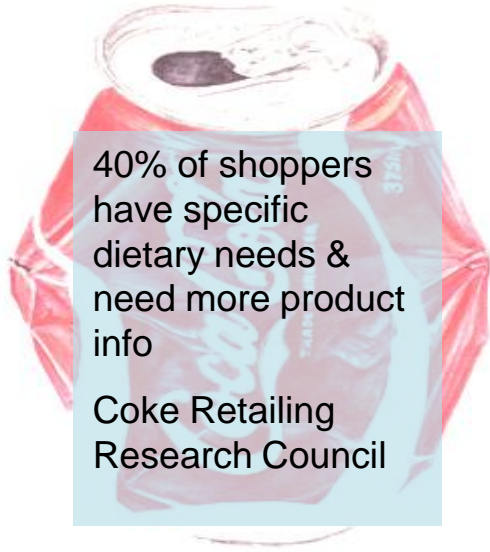
So what for industry (future)? *Shoppers & regulators demand more data*



TRACEABILITY



So what for industry (future)? *Shoppers & regulators demand more data*

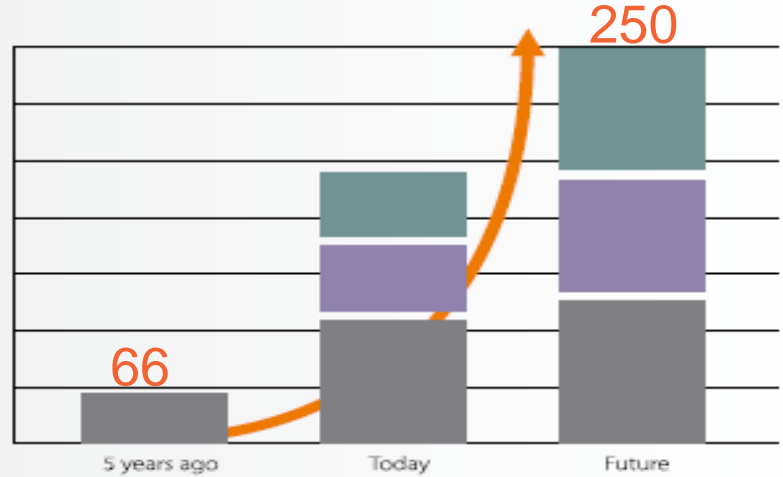


TRACEABILITY



400% increase in data required to be held by retailers

- Environment
- Health and wellness
- Supply chain



COMPLIANCE

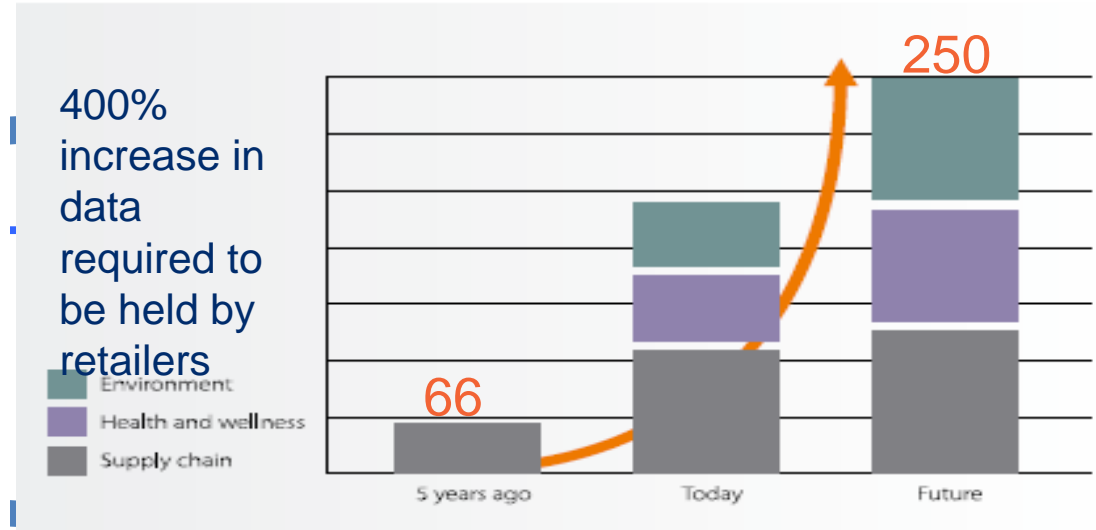
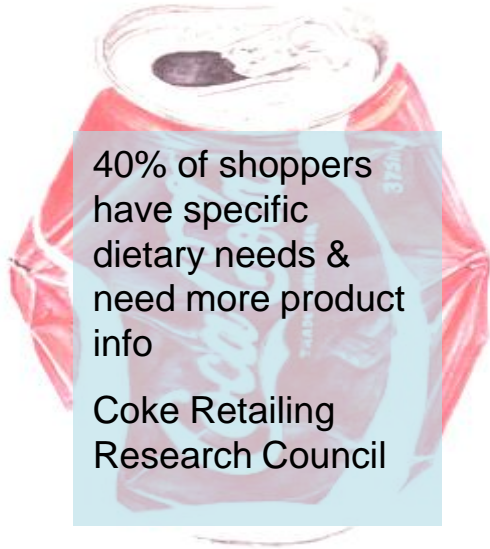


PACKAGING INFORMATION



CARBON DATA

So what for industry (future)? *Shoppers & regulators demand more data*



TRACEABILITY



COMPLIANCE



PACKAGING INFORMATION



CARBON DATA

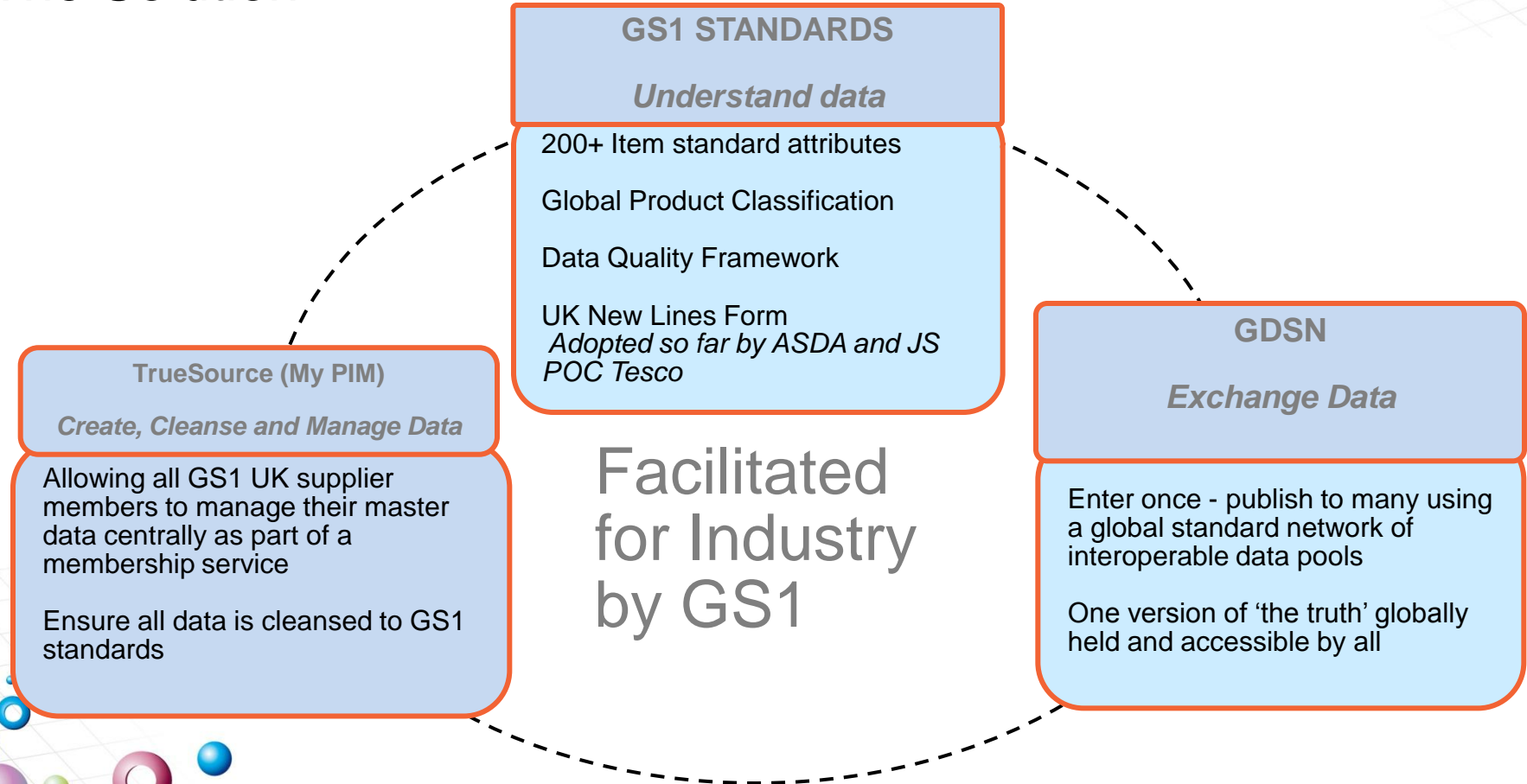
Significant opportunities to better serve the 21st century customer by managing the 4 fold increase in retail product information



The solution



The Solution



Synchronising master data

Height
Width
Depth
Weight
Items per case
Cases per pallet
GTIN

Supply side
Product
Database



Trading partners synchronising
master data can rely on the
information in their database

Height
Width
Depth
Weight
Items per case
Cases per pallet
GTIN

Demand side
Product
Database

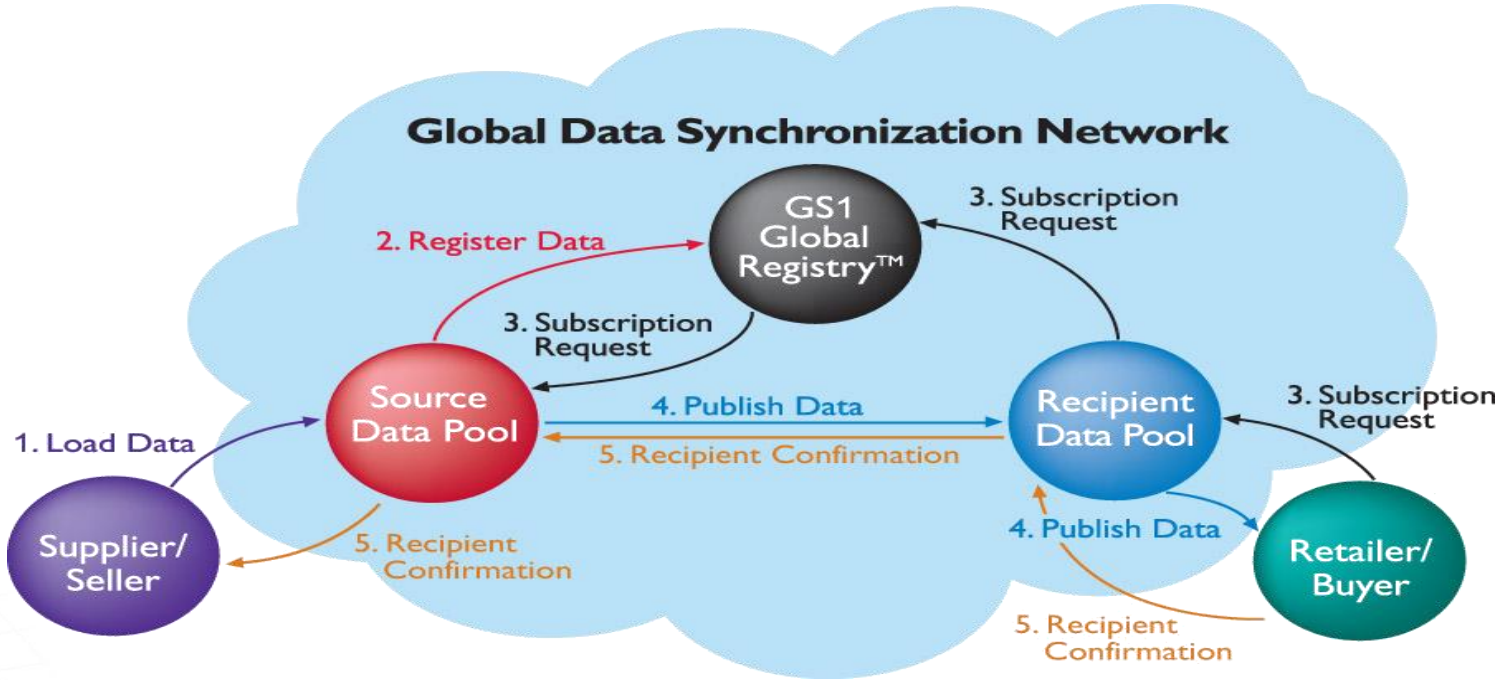
What is the GDSN?



The GS1 Global Data Synchronisation Network connects trading partners via a network of **interoperable GDSN-certified data pools**

Enables trading partners to share reliable master data

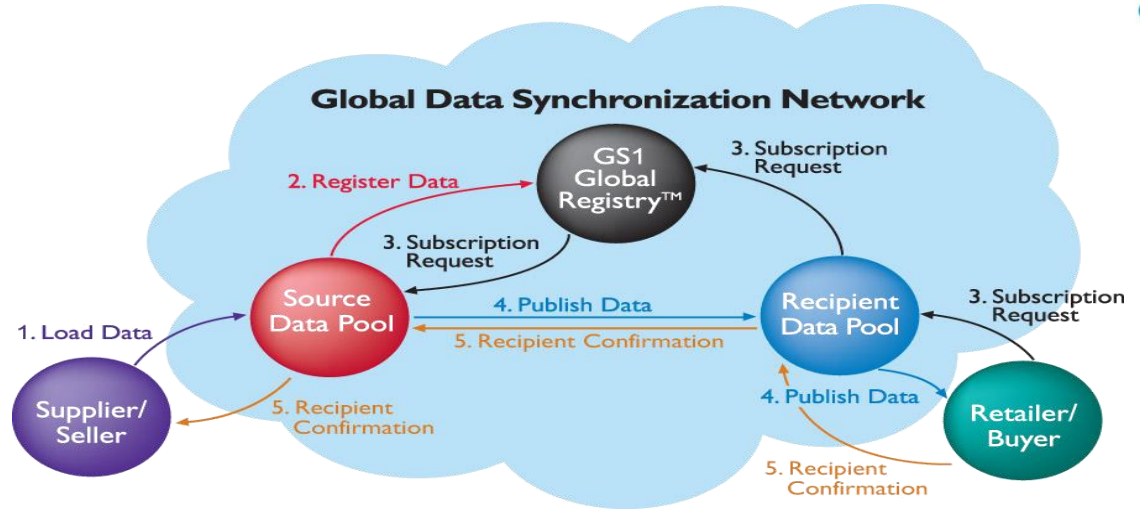
How the GDSN works



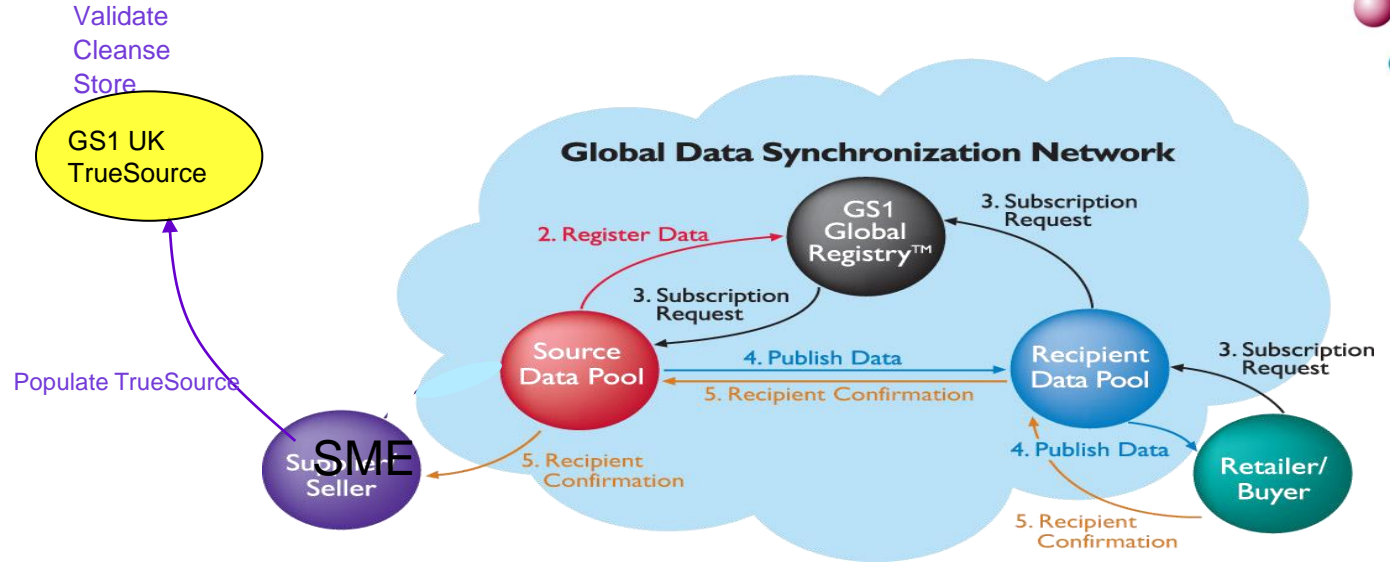
The need for TrueSource

- Supply-side SME's require a catalogue service in which they can populate their master product files with GDSN-compliant, checked information.
- Demand-side companies want all of the back-catalogue data available and cleansed ready for synchronisation.
- Consumers and consumer organisations need complete, trusted product data to satisfy their life choice and dietary requirements.

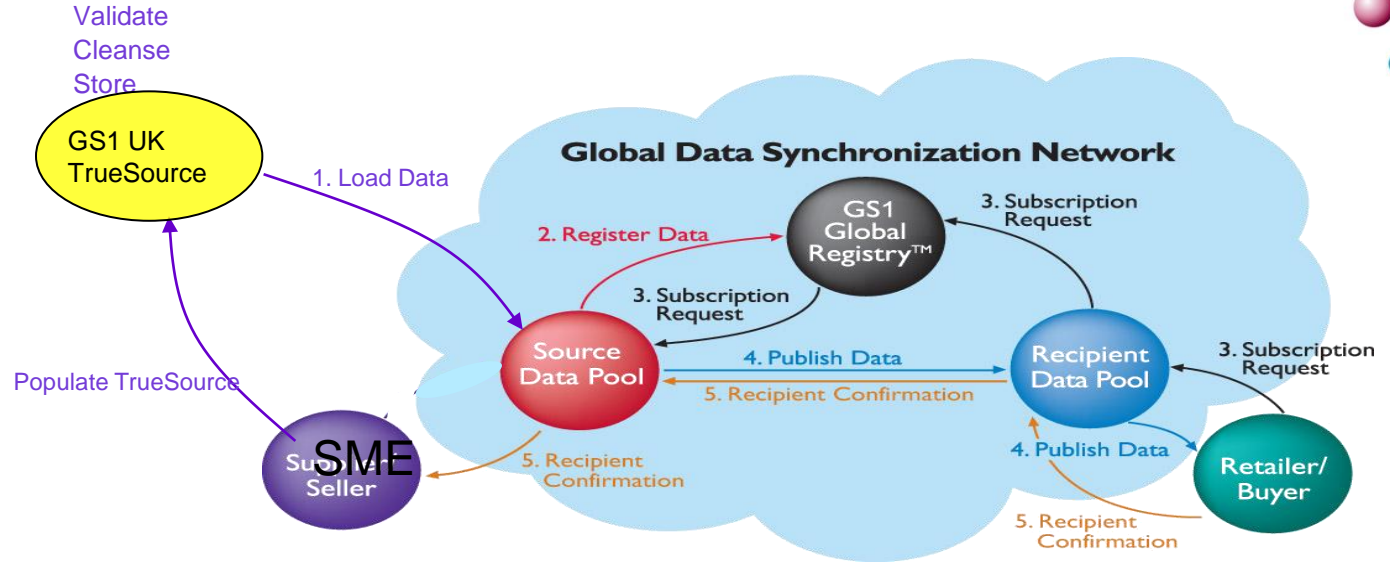
TrueSource overview



TrueSource overview

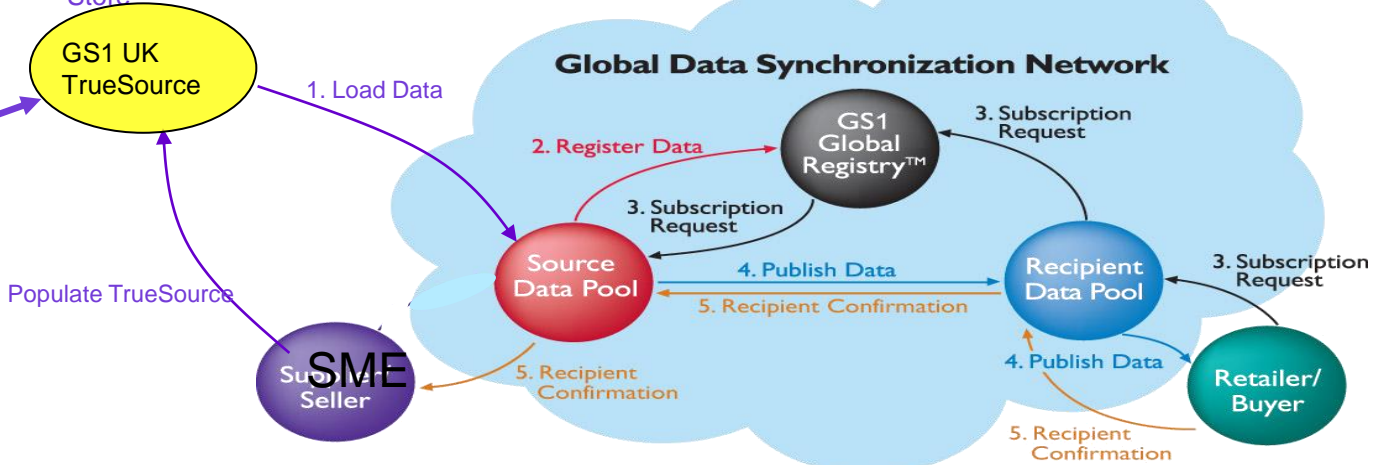


TrueSource overview



TrueSource overview

Validate
Cleanse
Store



- M-Commerce Applications
- Ingredients
 - Nutrition
 - Allergens
 - Lifestyle



Life after the report



Data Crunch launch

- 7th October '09
- Press Event with
 - Mike Coupe (Sainsbury's Trading Director)
 - Dr Richard Wilding (Cranfield)
 - Justin Suter (IBM)
 - John McFarlane (Unilever)
 - Jim Spittle (GS1)
 - Gary Lynch (GS1)



"It's in everyone's interests for the industry to work together towards building smarter supply chains. From a retailer's perspective, we're constantly exploring ways to provide greater business insight to help drive improved decision making and operational efficiencies. We must all work with our suppliers to ensure a reliable flow of information and product data to make this happen. We'll be closely examining the report's findings to see how GS1 standards can enhance our processes."

Mike Coupe, Trading Director, J Sainsbury

Significant interest from the industry



Significant interest from the industry



The screenshot shows the ComputerWeekly.com website interface. At the top left is the logo 'ComputerWeekly.com'. To its right is a search bar with the placeholder text 'Add your search term here' and a 'SEARCH' button. Below the search bar is a navigation menu with tabs for 'HOME', 'IT MANAGEMENT', 'NETWORKS AND COMMUNICATIONS', 'SOFTWARE' (which is highlighted in red), 'HARDWARE', 'RESEARCH', and 'JOBS'. Below the navigation menu is a breadcrumb trail: 'You are in: Home > Software > Supply Chain Management Software > Article'. On the left side, there is a vertical sidebar menu with categories: 'SOFTWARE', 'Desktop Software', 'Enterprise Software', 'Supply Chain Management Software', 'Operating Systems Software', 'Systems Management Software', 'Service Oriented Architecture (SOA) and Web Services', 'Business Intelligence Software', 'Database Software', 'Storage Software', and 'Security Software'. The main content area features the article title 'Supply Chain Management Software' and a sub-headline 'Supermarkets back supply chain standard to save £1bn'. The author is listed as 'Cliff Saran' and the post date is '12:24 08 Oct 2009'. There are social media sharing icons for 'BOOK-MARK', 'V', and 'F'. A 'Send to a friend' and 'Print' link are also present. The article text states: 'Supermarkets and big brand suppliers are backing a proposal to bring a product data standard to the UK which could save £1bn in supply chain costs over five years.' Below the text is a photograph of a Sainsbury's logo on a metal grate. The bottom of the article text reads: 'The UK's four largest supermarkets, Asda, Morrisons, Sainsbury's and Tesco, together with Mars, Nestle, Procter & Gamble, and Unilever, are among the organisations backing the initiative, which could allow UK retailers and manufacturers to share product data more effectively.'

Significant interest from the industry



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Retailers can save £1 billion by 'syncing their data'

Retailers working from one source of product data could save money and help make mobile retail a reality.
By Asavin Wattananjana, 7 Oct 2009 at 11:42

 **UK grocery retailers and suppliers** could save at least £1 billion over the next five years, just by pooling their **data** and ironing out inconsistencies, according to new research.

The "Data Crunch" report from supply chain standards body **GS1** compared the product data held by suppliers stored on supermarket systems, finding there were inconsistencies in what should have been identical information in 80 per cent of cases.

Using **IBM** technology, over a million records were analysed from the four largest supermarkets in the UK - **Tesco**, **Sainsbury's**, **Asda** and **Morrisons** - as well as product suppliers **Nestle**, **Unilever**, **Proctor & Gamble** and **Mars**.

Mike Coupe, a product director at Sainsbury's, said that the retailer was looking at the implications of the report with a view to putting systems in place, to keep its data more accurately and more in "real-time" than it had done in the past.

Customer demand for information will increase, breadth and timeliness

Related stories

- ▶ Snow Leopard bug is eating user data
- ▶ Week in review: E-books and DNA readers
- ▶ IBM facing anti-competition inquiry
- ▶ IBM unveils private cloud storage

Related Tags

supermarket retailers Tesco data retail IBM

advertisement

 How can your people be here, there and everywhere?

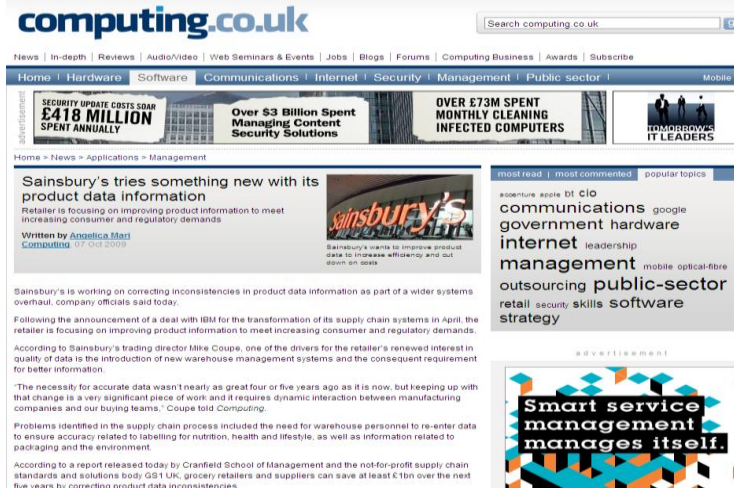
Significant interest from the industry

The screenshot shows the Supply Management.com website interface. At the top left is the logo "SUPPLY MANAGEMENT.com". To the right are navigation links: "About Supply Management", "Contact us", and "Subscribe". Below this is a search bar with "Browse the site:" and "Search the site:" labels, and dropdown menus for "Industry sector:" and "Article subject:". A left-hand navigation menu lists: Home, Jobs, Current issue, Previous issue, Contributions, Events diary, Archive search, Commodity prices, PMI reports, Blog, Log in, and "THE CHARTERED INSTITUTE OF PURCHASING & SUPPLY".

The main content area features a "Latest news" section dated "Web news, 8 October 2009". The headline is "Supermarkets losing £1 billion over data errors" by Allie Anderson. The sub-headline reads: "A mismatch of information between buyers and suppliers means UK retailers are missing out on significant potential savings." The article text states: "According to the Data Crunch report by non-for-profit supply chain standards organisation GS1 UK, grocery retailers could save at least £1 billion over the next five years by ensuring the information they hold about products matches that held by their suppliers. The report looked at the data processes of Tesco, Asda, Sainsbury's and Morrisons. This was compared with information held by four of the largest product vendors, Nestlé, Unilever, Procter & Gamble and Mars. In 80 per cent of cases where cross-referenced product data should have been identical, it was inaccurate. This is resulting in higher costs, as well as lost opportunities for savings. Administrative work associated with reordering and invoicing is leading to increased spend, and sales are missed because of inaccurate information - including that relating to packaging, the environment and nutritional details. Mislaidd or late deliveries, inaccurate orders, surplus transport costs and duplicated workload is costing the industry more than £140 million each year, the report said. Lost sales were estimated at £90 million annually. Over five years, this equates to £1 billion in lost opportunities."

On the right side of the page, there are several promotional banners: "SUPPLY MANAGEMENT jobs Find the latest supply chain jobs on the new SMM jobsite", "SUPPLY MANAGEMENT daily SIGN UP HERE", "Upcoming Features", "SM 100 Have your say Get your voice heard in every issue of Supply Management", and "CPO Agenda".

Significant interest from the industry



The screenshot shows the homepage of computing.co.uk. At the top, there is a search bar and navigation links for News, In-depth, Reviews, Audio/Video, Web Seminars & Events, Jobs, Blogs, Forums, Computing Business, Awards, and Subscribe. Below this is a secondary navigation bar with links for Home, Hardware, Software, Communications, Internet, Security, Management, and Public sector. The main content area features three news teasers: 'SECURITY UPDATE COSTS SOAR \$418 MILLION SPENT ANNUALLY', 'Over \$3 Billion Spent Managing Content Security Solutions', and 'OVER £73M SPENT MONTHLY CLEANING INFECTED COMPUTERS'. The featured article is titled 'Sainsbury's tries something new with its product data information', written by Angelica Mar Comulada on 07 Oct 2009. The article text discusses Sainsbury's partnership with IBM to improve product data accuracy, mentioning that the retailer is focusing on improving product information to meet increasing consumer and regulatory demands. A sidebar on the right lists various technology topics such as communications, government hardware, internet leadership, management, outsourcing, public-sector, retail security, skills, and software. At the bottom, there is an advertisement for 'Smart service management manages itself'.

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SECURITY UPDATE COSTS SOAR \$418 MILLION SPENT ANNUALLY

Over \$3 Billion Spent Managing Content Security Solutions

OVER £73M SPENT MONTHLY CLEANING INFECTED COMPUTERS


IT INNOVATION LEADERS

Home > News > Applications > Management

Sainsbury's tries something new with its product data information

Retailer is focusing on improving product information to meet increasing consumer and regulatory demands

Written by [Angelica Mar Comulada](#) 07 Oct 2009



Sainsbury's wants to improve product data to increase efficiency and cut down on waste

Sainsbury's is working on correcting inconsistencies in product data information as part of a wider systems overhaul, company officials said today.

Following the announcement of a deal with IBM for the transformation of its supply chain systems in April, the retailer is focusing on improving product information to meet increasing consumer and regulatory demands.

According to Sainsbury's trading director Mike Coupe, one of the drivers for the retailer's renewed interest in quality of data is the introduction of new warehouse management systems and the consequent requirement for better information.

"The necessity for accurate data wasn't nearly as great four or five years ago as it is now, but keeping up with that change is a very significant piece of work and it requires dynamic interaction between manufacturing companies and our buying teams," Coupe told Computing.

Problems identified in the supply chain process included the need for warehouse personnel to re-enter data to ensure accuracy, related to labelling for nutrition, health and lifestyle, as well as information related to packaging and the environment.

According to a report released today by Cranfield School of Management and the not-for-profit supply chain standards and solutions body GS1 UK, grocery retailers and suppliers can save at least £1bn over the next five years by correcting product data inaccuracies.

ADVERTISEMENT

Smart service management manages itself.

Significant interest from the industry

The screenshot shows the homepage of **thegrocer**, "the business of food and drink retailing". The navigation bar includes links for Home, News and analysis, Product news, Reports, Opinion, Independents, Events, and Jobs. A search bar is present with the text "Search" and a "GO" button. The main content area features an article titled "Supermarkets' brand data 'mostly wrong'" by Ronan Hegarty, dated 09/10/2009, in the "Retailers, Industry news" category. The article text includes:

An incredible 80% of the information held on supermarket IT systems about branded goods is wrong.

This is the key finding of the 'Data Crunch' report, published by not-for-profit supply standards organisation GS1 UK this week.

The only reason inconsistencies did not cripple the supply chain was that retailers didn't trust suppliers' data and had allowed stores, warehouses and buyers to develop a multitude of spreadsheets and small databases of local product data for particular department needs, according to the report.

If the industry ironed out this issue, it could potentially realise £1bn in savings and revenue in the next five years, it said.

GS1, which compared data held by the big four supermarket chains with that of Nestlé, Unilever, Procter & Gamble and Mars, said that by properly synchronising simple product information such as size and weight, the industry could avoid shrinkage and eliminate the need for the myriad processes used to cope with the bad data, saving as much as £700m.

There was also the potential to generate £300m of new sales through improved consumer-facing data covering health, allergens and the environment.

The sidebar on the right contains a "GrocerJobs" section with "TOP JOBS" listed: Beverage Development Manager (c.£40k + 30% bonus + car + benefits), Operations & Logistics Manager (c£100k package), and Territory Manager-Sales Person (to £22,000 + car benefits bonu). Below this is a "Search Jobs" button. Further down is a "Most viewed" section with links to "The Grocer Digital Edition" and "Suppliers shocked as...". To the right of the sidebar is a large yellow and red advertisement for "The Grocer Discounters Conference" with the text "THE BIG OPPORTUNITY?", "4 NOVEMBER 2009 LONDON", and a "CLICK HERE" button.

Significant interest from the industry



Significant interest from the industry



Retail & Leisure

First in line Data management

When numbers don't add up, it is the shopper who pays the — higher — price

It ought to be as simple as getting from A to B, but quite often, it seems, retailers and suppliers aren't using even the same alphabet. Consumers are paying hundreds of millions of pounds extra for goods because of inconsistencies in information between suppliers and retailers, according to GSI, a supply chain management company. By standardising the form in which suppliers and retailers keep such data, they could make £1 billion in savings over five years, it says.

Product information, including everything from the weight and dimensions of goods to the carbon footprint and nutritional content of food, is scattered throughout

organisations and in different, inconsistent forms. According to GSI's study, completed with the Cranfield School of Management, information that should have been identical was mismatched in 80 per cent of cases. This, in turn, means higher prices, in part because of the extra time taken to process and correct the data and in part because the logistics along the supply chain will not be efficient. It also means that the availability of goods on the shop shelf is lower — and this alone will cost an estimated £300 million in lost sales over five years, the study claims.

In the past, perhaps, businesses could afford to shrug and carry on regardless, concentrating on other aspects of the job, but the need for consistency is pressing. The amount of information that retailers are obliged to provide is expected to rise fourfold in the next five years,

according to the findings, as government and consumers demand more environmental and nutritional information on products.

Information as basic as items' dimensions can have drastic impacts on the supply chain. If the dimensions are recorded wrongly, retailers will

'When changes happen, they happen quickly, in real time'

struggle to stack it, transport it and store it effectively.

It is a significant problem. For example, the number of cases that could be stored on a row pallet — a critical factor in warehouse and logistic planning — was inconsistent across three retailers for all but 0.4 per cent of goods. Between

suppliers and retailers, there was a 69 per cent mismatch on the size of trade packs and an 80 per cent mismatch in product dimensions.

Mike Coupe, J Sainsbury's trading director, said that standardisation of information would help it to serve customers, as well as making the supermarket more efficient. The drive to reduce packaging and the possible introduction of carbon labelling will also require more streamlined information.

There could even be serious health issues. "Shoppers who are restricted by allergens will choose to go somewhere else if we don't make our business easy for them to use," Mr Coupe said.

Gary Lynch, GSI UK's chief executive, said that a better standard of data would make life easier for the millions of Britons with food allergies. "Organisations such as the Coeliac

Society get their information from retailers, then sit down and work out if it's free from gluten. This makes me a little nervous. There must be a way for us to streamline that process."

John Macfarlane, customer development operations director of Unilever UK, said: "With synchronised data, when changes happen, they happen quickly, in real time. You don't depend on a manager from Unilever filling out a form, getting it to the manager at Sainsbury's, which the man in the warehouse doesn't trust and then has to check."
MARCUS LEROUX

Tomorrow

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Where do we go from here?

Launch a new service to introduce:

- The system for sharing production information
- All product information is entered, updated and verified by the data owner
- The sourcing tool for product information
- The trusted source of data

Gain industry momentum:

- Asda, Sainsburys, Boots, WDF, Makro
- Tesco Proof of concept
- Morrisons committed
- Parallel sectors coming on stream



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