



Catalogue exchange formats

Sharing a common language

Guidelines for standardised exchange of master data
in the high-end cosmetics sector

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Short Glossary

CIN | Catalogue Item Notification.

Electronic notification for master data exchange in GS1 XML format

EANCOM® | Standard for the electronic exchange of data, derived from the official UN/EDIFACT standard and used in the consumer goods industry across the world

ECR | Efficient Consumer Response. Joint initiative in which manufacturers and wholesalers/retailers work together, along with other partners in the supply chain, to improve processes and thus be able to offer consumers the best possible quality, service and range of products at a reasonable price

EDI | Electronic Data Interchange: The electronic exchange of structured data between computer systems by means of defined messaging standards

FMCG | Fast Moving Consumer Goods. So-called fast-moving products include everyday consumer goods such as food, personal hygiene products or cleaning products with a high inventory turnover rate or sales frequency

GDSN | GS1 Global Data Synchronisation Network. Retailers can connect to the GS1 Global Registry® via GDSN-certified data pools. Within the network, retail items are identified using a unique combination of the GS1 Identification Key (Global Trade Item Number, GTIN) and Global Location Number (GLN)

GS1 XML | GS1 standards consisting of a set of electronic business messages. They allow companies to share information quickly, accurately and efficiently, regardless of which internal software and hardware systems they use

GTIN | Global Trade Item Number (previously EAN). A globally unique and consistent item number for products and services, which is coordinated worldwide. It forms the basis for the use of scanner technology and makes electronic communication considerably easier

PRICAT | Price Catalogue. An electronic message regarding the exchange of master data in EANCOM® format

High-end cosmetics | Premium and luxury cosmetics distributed selectively via authorised perfume and cosmetics retailers (via deposit agreement)

Introduction

Minor cause, major effect: fractures within process chains multiply the risk of errors, slow down processes and lead to high costs - costs which could be avoided. Only those who recognise the fundamental importance of uniform communication and process standards and the crucial role that these play in ensuring that business processes between all those involved in the value chain run smoothly can successfully rise to the challenge posed by the growing competitive pressure in the field of high-end cosmetics.

In this case, the strict focus of the supply chain on consumer benefits in the sense of Efficient Consumer Response (ECR), alongside the increase in cost effectiveness, is the "measure of all things". The aim is to gain a competitive edge over other sales channels, or make up for any disadvantages, and improve customer loyalty by increasing customer satisfaction.

The attitude of consumers today means that they increasingly influence the design of products and product ranges. This also leads to increased requirements regarding the quality of product master data. In particular, master data management plays a key role in terms of efficient inter-company processes.

This implementation guide explains how small and medium-sized enterprises (SME) in particular can also exchange item master data on the basis of the GS1 standards and increase their process efficiency. The implementation of a fully automated master data exchange process in the field of high-end cosmetics constitutes a key EDI business process. Firstly, it lays the foundations for further EDI projects which benefit industry, retail and consumers. Secondly, reliable item data lays the foundations for facing future challenges such as e-commerce and multichannel distribution in the field of high-end cosmetics.

We are delighted to be able to help all interested high-end cosmetics companies make the decision to switch to automated master data exchange.

Together we can make the most of every available opportunity for our industry in the context of an extensive master data project - the time is ripe!

Happy reading!

The Initiators



Partners in pilot project

COTY PRESTIGE
A DIVISION OF COTY GERMANY GMBH



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Management Summary

The high-end cosmetics industry is under a huge amount of competitive pressure. This applies to large companies, as well as to small and medium-sized companies, which sell premium and luxury cosmetics specifically via perfume and cosmetics retailers. To remain able to compete with other distribution channels and retail formats in the long term, or to be able to integrate these skilfully, it is important to mobilise all potential for increasing efficiency and reducing costs. In this context, a key factor is the establishment of e-business competence in association with the development of e-business processes.

A standardised process of exchanging master data between industry and retail, which always guarantees full, up-to-date and high-quality item master data, forms the basis of all e-business processes. Only with the aid of correct master data can the process quality of planning, scheduling, cooperation and logistics processes be ensured. Starting with listing and inventory management and ranging through to order processing, invoicing, warehousing and transportation, right up to space management and market research - reliable master data is essential at every point in the value chain.

A standardised data model providing cross-industry rules and standards for the exchange of master data has now been developed for the high-end cosmetics industry in collaboration with industry bodies, pilot partners and service providers. The use of this data model in the "multilateral exchange of data via data pools" creates further added value.

For retail and industry, the benefits of exchanging master data electronically include, in particular, improvements in the quality of business processes - especially with regard to the availability of full item information, daily updates of listings data, transparency and the ability to provide information with regard to order and delivery status and, not least, higher data quality and an improved supply quota. Furthermore, standardised exchange processes can help companies reduce their currently enormous bilateral communication and data maintenance workload in the long term. Small and medium-sized high-end cosmetics companies in particular benefit from exchanging master data and product descriptions, as well as prices, via an industry-optimised system.

Participation in the multilateral exchange of master data is subject to organisational and technical conditions, for example possession of a GLN (Global Location Number). Depending on the type of data transfer, it may also be necessary to adapt the technical infrastructure. The

data is usually provided by the supplier from its master data system. For smaller companies, it is also possible to maintain data manually. The retailer usually connects via an automated interface. Regular investments mainly consist of a one-off set-up fee, an annual user fee depending on the size of the company and the enablement program chosen. On the basis of the current data model, high-end cosmetics companies can implement automated data exchange within just a few weeks.

They thus lay the foundations for globally effective communication in this industry, based on globally applicable GS1 identification and transaction standards. This improved management of master data reduces costs, increases productivity, creates competitive advantages and ensures significant, commensurable sales results. It thus plays a key role in optimising ECR strategy. Companies are also equipped to deal with future challenges presented by multichannel distribution.

Exchanging master data in the high-end cosmetics sector

Cause for optimism: More and more high-end cosmetics companies are beginning to understand the strategic importance of exchanging master data effectively in terms of their long-term business success. The industry standard developed under the auspices of GS1 Germany presents an opportunity to close the gap on the major players in the branded goods industry and in retail and to take on the competition.

Valid item master data, automated business processes? For a long time, these issues were not on the radar of high-end cosmetics manufacturers, distributors and retailers. Reasons include the small-scale nature of the business and a lack of cost awareness with regard to logistics processes. Exchanging master data by means of EANCOM® messages (INVOIC, ORDERS, DESADV, RECADV, REMADV, PRICAT), optimising delivery (gripper units, cardboard, empty and full pallets) and labelling products, boxes and pallets with the GTIN item identification number previously played a supporting role at most in the supply chain and by no means enjoyed the full attention of all those involved.

In contrast, much of the branded goods industry, particularly in the FMCG sector, has a significant head start in terms of technology and time with regard to process and cost efficiency. In a challenging competitive environment, priorities in the high-end cosmetics sector are also changing, with more and more focus on efficient business processes. The continuing concentration on industry and retail also acts as a catalyst and is accelerating



the change. E-business processes, which have long been on the agenda in the FMCG sector and particularly in the chemist shop market, are now gradually cropping up in the high-end cosmetics sector.

The key factor here is to implement the industry-specific data exchange standards promptly and on the basis of e-business standards which are valid and recognised across the world.

Item master data forms the basis of any “understanding”

between industry and retail. Without item data, no listings can be compiled, no orders can be placed and no invoices can be issued. Previously, however, a common language did not exist in the high-end cosmetics sector. Retail listings are based on item specifications that are different virtually across the world. The industry provides item data bilaterally in every conceivable format - Excel files, printouts, e-mails and catalogues to name but a few.

All sides have a make a considerable effort to manually compile and enter appropriate listings data, and even then it cannot be guaranteed that no errors will be made. The way in which item master data has previously been communicated causes numerous problems:

- Presently, around 70 per cent of all item data that was initially provided (in the listing) to the retailers is incorrect or incomplete. This leads to incorrect purchase orders and invoices, problems when receiving goods, higher logistics costs and potential penalties in the event that information about hazardous material proves to be incorrect. The result is unproductive and time-consuming communication between those responsible for item data in retail and industry.
- Only a few industrial companies currently provide data which is updated on a daily basis ("available in the product range" / "not available in the product range" / "temporarily unavailable"). As a result, retailers often

order something on a daily basis that does not exist.

The high-end cosmetics industry now has the opportunity to introduce a uniform standard for exchanging item master data. This was developed in a working group set up by the industry associations and GS1 Germany and tested and refined in practice during a pilot project between industry and retail.

The industry standard can be used primarily in two ways:

1. in bilateral communication between industry suppliers and retailers and
2. by uploading industry data to the web platform of a certified data pool provider (such as, for example, SA2 Worldsync or 1Sync) and by participating retailers downloading this data. In the second scenario, the industry only uploads the data once. The retailer downloads the relevant data - while allowing for distribution channel-specific items - at the frequency of its choice and thus supplies

data to its inventory management systems.

The pilot project found no evidence to support the concerns registered by areas of the industry that they would be exposed to problems regarding returns on the part of the retailer as a result of daily updates regarding the status of each item or ex-item.

Previously, it was not possible to carry out other projects to develop customer loyalty, such as tracking an item from the point of production, while it is on its way to stores and right up to the moment it is handed over to a particular consumer (this also applies to test samples), because valid and uniform data was not available, but such projects will play an important role in the future. When applied uniformly, the industry standard developed for item master data in the high-end cosmetics sector is capable of solving almost all of the problems which have so far occurred with regard to this issue, as well as increasing efficiency for all those involved in the process along the supply chain.

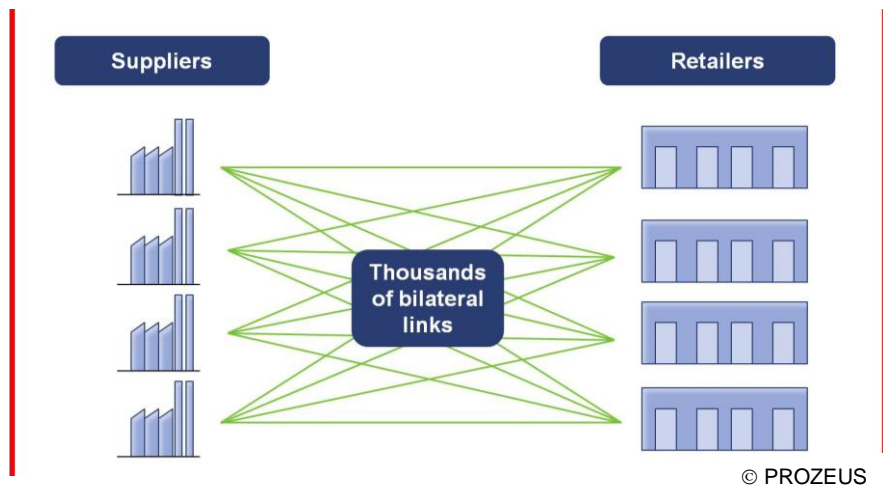
Basic information about the multilateral exchange of master data

Bilateral vs. multilateral exchange of master data

Every company across the world has information, i.e. item master data, stored in its databases about each product it produces, purchases or sells. These databases form the basis of catalogues, which in turn allow customers to place orders efficiently. Nowadays, item master data in the high-end cosmetics sector is still largely exchanged between industry and retailers on an individual, bilateral and often redundant basis, and this involves a high workload. The data is exchanged in various ways and in various formats.

Problems arise in particular when a company only has to change part of its item information or create new items. The “catalogue” is immediately out of date, and in this case steps must be taken to inform every customer of the changes promptly. The workload involved in maintaining the item master data and the product range is constantly increasing as a result of shorter product life cycles and increasing internationalisation. It is impossible to avoid errors and time delays when transferring information in different, non-standardised data formats.

This problem can be solved by implementing multilateral master data synchronisation via central data pools. The Global Data Synchronisation Network (GDSN) provides a



Exchanging master data today: bilateral links no longer have any place in a digitally networked and globalised economy.

powerful platform of this kind to synchronise accurate data securely and continuously. Master data is recorded by suppliers in a central data pool once only and it can then be issued to a large number of retailers. Any modification of

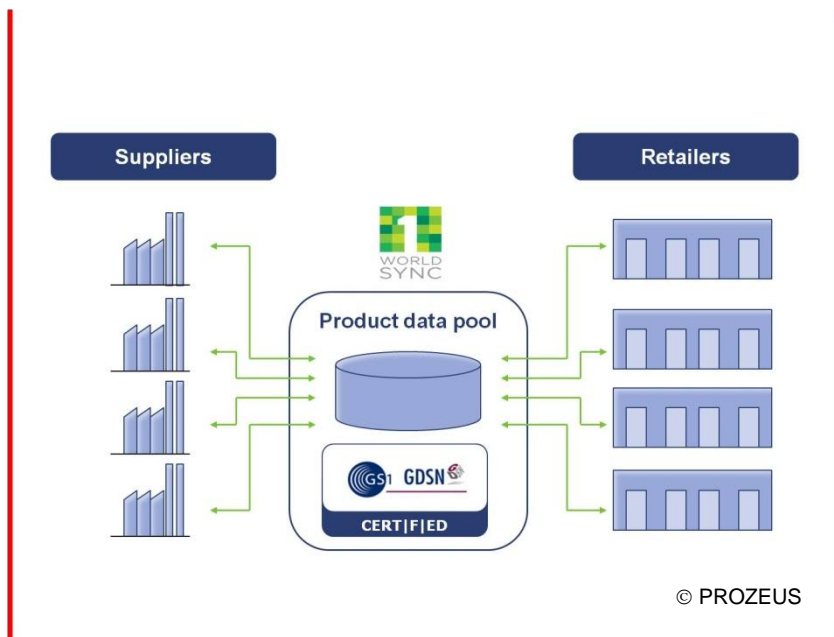
the data is automatically and immediately forwarded to all business partners. If suppliers and customers use the same accurate and up-to-date data, the business processes become smoother, faster and more cost-effective for both sides.

GS1 standards and their automated validation ensure that data quality is high. Ideally, there is just one format and one way in which data is transferred between users.

How GDSN works

GDSN is an internet-based network of various certified data pools, such as SA2 Worldsynchron. Each manufacturer and retailer uses a single access point (Single Point of Entry) to exchange master data with other companies.

The key element in this network is the GS1 Global Registry. It acts as the GDSN's "intermediary network and information directory" and guarantees that the registered items and partners are uniquely defined. It also provides the data pools with the information necessary to set up data synchronisation in the network and ensures that the connected data pools continue to use standard



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Master data synchronisation in a multilateral process via a data pool.

messages, validation rules and processes. The Registry contains the item numbers (GTIN) and classification processes. The Registry contains the item numbers

(GTIN) and classification (GPC) of a product, as well as a unique manufacturer number (GLN). This ensures that each product is uniquely registered across the world.

The network enables the companies involved to exchange master data via a common global platform and to ensure that it is always in sync. To this extent, the multilateral exchange of data represents a giant leap forward from the bilateral exchange of data - along with considerable potential for rationalisation.

The companies responsible for the data (industry, suppliers) deliver the item master data - and relevant safety data sheets, etc. - for their products to the central data pool. They are responsible for the quality of its content and for keeping the data regularly updated. The item master data can be delivered in GS1 XML format, as an EANCOM®/PRICAT message or via a web front end by being entered manually or uploaded in Excel format.

All GDSN participants can retrieve specific item master data as required. Data matching a pre-set selection can be retrieved either in GS1 XML format, as an

EANCOM®/PRICAT message or online from the data pool as an Excel or CSV file by means of a web search. In addition to targeted, one-off retrieval (individual selection) of the

required master data sets, participants in the pool can also take out a “subscription”, i. e. a regular selection of master data.

How GDSN works



Seven steps for matching item, location and price information:

1. Prepare the data: The manufacturer data is mapped to the data model for the high-end cosmetics sector which complies with the GS1 standard.
2. Publish the data: The distributor provides product and partner master data in its data pool.
3. Register the data: The essential information from these data sets is forwarded to the GS1 Global Registry.
4. Request the data: The buyer requests information from the distributor via his own data pool.
5. Identification: The data supplier's source data pool is determined via the Global Registry.
6. Synchronisation: The data is synchronised by the manufacturer's source data pool and the retailer's home data pool.
7. Release the data: The distributor's data pool releases the requested data to the buyer's data pool. The buyer sends confirmation to the distributor via the data pools involved. The supplier is informed by his data pool of the actions of the retailer using the information.

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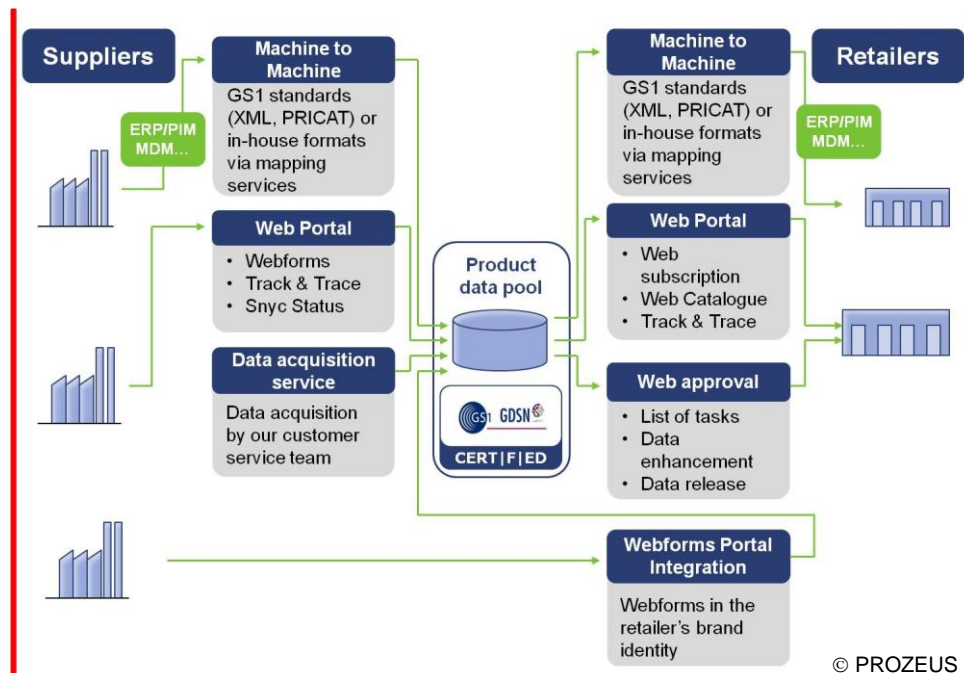
Technical and organisational requirements

At the beginning of every efficient business communication is the Global Location Number (GLN). The GLN is the key which gives high-end cosmetics companies access to a central data pool - the common exchange platform for reliable and uniform item master data.

Participation in a central data pool is subject to organisational and technical requirements. Each user or

GDSN standard or converted into the GDSN's PRICAT or XML format in an in-house format of the

- WebUI: Here, the supplier maintains its data manually, directly in the data pool.



Data transfer and interfaces using the example of the SA2 WorldsSync data pool.

participant must thus have a Global Location Number (GLN). This is a unique number used to identify companies. Depending on the type of data transfer (interface/web front-end), it may also be necessary to adapt the technical infrastructure.

The supplier usually provides the data from its master data system. Here, various options are used:

- Machine-to-Machine (M2M) communication: The data is exported in standard formats such as PRICAT or XML in compliance with the

master data system using a converter. Changes can be transferred directly to the data pool. It is possible to carry out mass updates.

- Export to Excel: Using the Excel export functionality, the supplier can export the data from the master data system and upload it via the data pool's Web User Interface (WebUI). The supplier should note that the Excel format must correspond to that of the data pool. It is possible to carry out mass updates.

Even the connection of the retailer to the data pool is carried out by means of machine-to-machine communication - usually based on AS2 communication in the PRICAT or XML format. It is important that the retailer's inventory management system is able to process mass item master data - in particular, to match and supplement existing data with new data. It is advisable to assess the master data maintenance processes in view of the changing way in which data is supplied (mass downloads, daily update cycles) and to adjust them if necessary.

Putting it into practice

Flexibility is key: The newly developed data model allows high-end cosmetics companies to benefit from automated master data exchange within just a few weeks. This gives small and medium-sized enterprises in particular a great opportunity to “upgrade” their service level quickly and cost-effectively and to ensure that future communication with business partners is on an equal footing.

An important factor in the successful implementation of master data process is the synchronisation of the data with regard to:

- technical preparation of the data, development of interfaces and communications channels
- preparation of the data in terms of content: Which data must be provided? Is all of the data available, complete and correct?

The process begins with the preparation of master data by the suppliers - directly in the master data system as a rule. The processed data is then transferred to the data pool, validated there in line with the rules of the GDSN and transferred to the retailer if it is correct. The retailer receives the data, checks it and, if necessary, enriches it, before transferring it into its inventory management system.

Small and medium-sized enterprises can decide on the level of automation they want and are able to implement when preparing the data from

the master data system and when transferring the data to the inventory management system. Depending on the data pool provider, both the uploading and downloading of data can be carried out in part manually and in part with the support of interfaces provided by a web portal. SMEs and companies with a relatively small number of items can thus take advantage of the benefits of the uniform data standard and thereby meet the requirements of larger business partners without having to invest in making any necessary adjustments to systems and interfaces.

During the project, the following steps are taken in conjunction with the supplier:

- Coordinating the required content with the supplier's existing data
- Developing a concept for data preparation and possibly for data enrichment
- Coordinating data transfer
 - Interface/Excel/WebUI - and communication

- AS2/upload/manual maintenance
- with the supplier's IT systems
- Constructing complete sample data sets based on the existing products
- Carrying out a test transfer of the data to the data pool
- Checking the data in the data pool
- Carrying out a test transfer of the data to the retailer
- Release of data by the retailer
- Transferring productive data to the data pool
- Transfer of data from the pool by the retailer

During the project, the following steps are taken in conjunction with the retailer:

- Coordinating the expected content with the retailer's existing data
- Developing a concept for data transfer and possibly for data enrichment
- Coordinating data transfer
 - PRICAT/XML/in-house format - and communication
 - AS2/FTP/... - with the supplier's IT systems

- Constructing complete sample data sets based on the existing products
- Carrying out a test transfer of the data from the data pool
- Transferring data in a test scenario set up by the retailer
- Release of data by the retailer
- Transfer of data from the pool by the retailer

- Retailer or data pool approach to suppliers
- Retailer or data pool acquisition of suppliers, including advice
- Conclusion of the contract
 - Setup/implementation/training and consultation
 - Run test scenario
 - Release test at the request of the retailer

- Go live once the test phase has been run successfully
 - Aim achieved!
- Experience suggests that connecting smaller industrial companies and retailers is less complex because interfaces can be operated semi-automatically or manually.

A project schedule coordinated between supplier, data pool and retailer forms the basis of the project.

For gradual roll-out in the industry, the following steps are necessary for approaching and linking up with other suppliers:

- Kick-off meeting with retailers and data pool providers
- Coordinating the project:
 - Specifying relevant suppliers
 - Aligning the supplier list with the pool(s)
 - Coordinating the approach to suppliers
 - Defining “roles and responsibilities”, project manager, reporting
 - Coordinating the pilot suppliers, defining the approach to pilot suppliers, defining a to-do list and individual project plan for each supplier



Average implementation time with suppliers and retailers

Benefits and cost effectiveness

Improved data quality, fewer errors: the direct benefits of standardised master data exchange for retail and industry are obvious. The currently huge amount of time required for data maintenance can thus be reduced by up to 80 per cent. This also paves the way for increased productivity and cost efficiency and thus also for increased customer satisfaction and improved customer loyalty.

The advantages of a common industry standard in the high-end cosmetics sector:

- Mapping industry-specific requirements in item information (relevant data, for example for sets or substitute items)
- No need to generate a "product profile" (not previously required of retail companies in the high-end sector)
- Data is updated daily with high data quality
- Lead times can be extracted for planning processes
- High on-time delivery rates and delivery speed
- Optimal foundation for electronic data interchange, EDI
- Detailed information: even small and medium-sized enterprises (specialist retailers) can always give reliable information about the status of a requested item.
- Numerous additional options: short and long descriptions and prices can also be transported via the system and are available to all participants.

In a pilot project carried out with Coty Prestige and Douglas, the following figures were calculated to determine the return on investment and the duration of the amortisation period:

Key performance indicator	Industry exemplified by Coty Prestige	Retailer exemplified by Douglas	Comment
Total days worked (internal) to implement the data model and exchange standard	13	15	The pilot partners are deemed to have an average developed capacity for electronic data exchange of master data as fully as possible. Both pilot partners have an above-average number of items. Coty Prestige incurred additional costs for preparing an international product list, while Douglas incurred additional costs for adapting the inventory management processes.
Time saved when adding new items		50 %	Significant savings can be achieved if the industry side can deliver data to all retailers by means of electronic data exchange, as only one data format/process is operated.
Time saved when keeping item details up to date		80 %	
Estimated amortisation of the basic implementation for participants in industry and retails	0,5 years	0,7 years	The amortisation period of the pilot costs with the development of the industry's uniform data model is estimated to be one year by Coty Prestige and one and a half years by Douglas.

The average implementation time is about seven weeks.

To participate in a central data pool, the data pool provider charges fees in the form of a one-off set-up fee and an annual user fee depending on the size of the company in terms of sales. It is also possible to take part in a data pool for just a few hundred euros per year.

Conclusion and outlook

This much is certain: implementing electronic master data exchange makes a significant contribution not only to your business, but also to securing the future of the high-end cosmetics industry. Imagine just how easy and efficient the exchange of

master data would be if all companies took advantage of the available opportunities. A uniform data model and common forms of communication on a globally applicable exchange platform ensure that item data is exchanged quickly and cost-

effectively with reliable master data - without process interruptions, without queries and without misunderstandings. Your customers will thank you and reward your investment with increased sales.

Remember, too, that the electronic data interchange, EDI, multichannel sales or e-commerce are only possible with valid item data.

Coty Prestige and Douglas, as industry leaders and innovative companies, anticipate that further industrial and retail partners will soon also make use of the state-of-the-art master data exchange process described here. All of the foundations for the implementation have been laid in recent months with the development of the industry standard.

There is no doubt that the electronic exchange of master data will soon become standard procedure in the high-end cosmetics sector. Join us and become part of this innovation process!

“Retailers want up-to-date information regarding which items are available and which are not. This avoids time-consuming bilateral communication regarding the status of an article and whether or not it can be ordered,” says Ralph Schreiner, Director of Customer Service, Coty Prestige. “We are convinced that more reliable information about the product can be provided to retailers and to the end consumer.”



Jasper Lüke (+), Head of Supply Chain Development at Douglas Logistik GmbH, offers the retail perspective: “For us, up-to-date and reliable data, such as whether an item can be ordered and delivered, forms the basis for all processes in the entire supply chain. In addition to increased transparency, there is also a lot of potential for an efficient supply chain, particularly through increased cooperation between industry and retail. Against the backdrop of the rising cross-channel model, reliable item information is also becoming more and more important to the end consumer.”

“We could not pass up the opportunity to play a key part in the development of an industry-standard solution,” agree Ralph Schreiner and Jasper Lüke.

Additional information:

Documentation regarding the CIN message in the high-end cosmetics sector based on the GS1 XML standard

Documentation regarding the PRICAT message in the high-end cosmetics sector based on EANCOM® 2002

Data model for the high-end cosmetics sector, version 1.0

WS2 data pool guide for the high-end cosmetics sector

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About PROZEUS

PROZEUS supports e-Business competence in small and medium-sized enterprises by means of “integrierte **PROZE**sse **U**nd etablierte eBusiness-**S**tandards” (integrated processes and established e-business standards). PROZEUS is operated by GS1 Germany - known for its bar code-related standards and services - and IW Consult, a subsidiary of the Cologne Institute for Economic Research. Until 2012 PROZEUS was supported by the Federal Ministry of Economics and Technology. Equipped with comprehensive information, PROZEUS approaches corporate decision-makers in order to raise awareness and initiate appropriate e-business activities. Brochures which are available free of charge and which cover the topics listed below can be downloaded from our website at www.prozeus.de or ordered from us.

e-Business

“Electronic business” refers to business processes handled by digital technologies. Solutions range from simple online shops or catalogue systems to electronic procurement, distribution and logistics processes. PROZEUS provides guidelines, checklists and fact sheets with information about selecting the right e-business standards, the technical requirements and selecting IT service providers.

Identification standards

The use of standardised identification numbers means that each product can be identified across the world clearly and unambiguously. EAN bar codes and EPC/RFID systems are among the best-known numbering systems for consumer goods. PROZEUS provides information regarding implementation, advantages and cost effectiveness in practical reports and the guide.

Classification standards

Products can be described as well as identified by means of classification standards. For this purpose, the product is classified in commodity groups and subgroups. Examples of such standards include eCI@ss, GPC and standard commodity classification. An overview is provided in the guide for classification standards, as well as practical reports and guidelines.

Catalogue exchange format

Electronic product data can be transferred to suppliers or customers accurately using standardised catalogue exchange formats such as BMEcat or the EANCOM® message PRICAT. PROZEUS also provides various practical reports and selection guides regarding this issue.

Transaction standards

Business transactions such as orders, shipments and invoices can be handled electronically with the aid of transaction standards. EANCOM®, EDIFACT and GS1 XML are commonly used transaction standards. You can find out more about areas of application, benefits and cost effectiveness in practical reports and the guide.

Process standards

Process standards such as category management provide the framework for the automation of complex business processes. They define the conditions for the operation of processes such as additional deliveries or inventory management, and further define which data is exchanged in each step and with whom. PROZEUS offers specific implementation assistance with practical examples.

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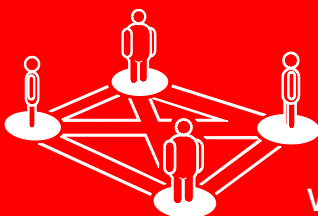
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