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Media Release

Innovit brings MDM & Workflow solutions to NZ

Master Data Management (MDM) solutions provider Innovit has formed a Business Alliance Partnership with GS1 New Zealand, further strengthening its presence on this side of the Tasman. Innovit is an Australian leader in software for MDM, Workflow Management, and Global Data Synchronisation (GDS) on the GS1net™ platform (which operates in both Australia and New Zealand).

"We provide users with the toolset that allows an organisation to implement a controlled and disciplined process for managing product master data," says Marketing Manager Robert Durrant.

"For customers moving beyond just compliance with GS1net, our software will provide them with flexibility to manage critical business processes such as New Product Development (NPD) and Product Lifecycle Management (PLM)," says Mr Durrant. "GS1net Certification from GS1 provides these customers with absolute assurance that their investment supports their adoption of GS1 Standards as well as the implementation of GS1net now or in the future."

In New Zealand, Innovit solutions have been used by companies such as Steel & Tube Holdings to upload its enormous product catalogue to GS1net – still NZ's largest GS1net catalogue. Steel & Tube took Innovit's iICE Validator solution for validating, & managing the synchronisation of master data between their core systems, GS1net, and their retail customers.

Innovit's iICE Validator is one of the most commonly used middleware solutions for GS1net. "iICE MDM is our flagship solution for those companies with larger catalogues and require more sophisticated integration and management needs. Users can design, configure and execute their own approvals workflow processes for the maintenance of all master data including products, customers and vendors," says Mr Durrant.

Innovit & GS1 NZ are currently working with Warehouse Stationery on their GS1net engagement project. As a major retailer, they recognise the importance of complete integration and workflow management of quality, validated product catalogues from suppliers via GS1net.

On both sides of the Tasman, Innovit has extensive experience at each point of the supply chain within the office supplies, hardware, grocery, liquor and healthcare sectors. Founded in 1999, the company is now Australia's longest-serving specialist in MDM and Workflow Management solutions. Australian customers include major brands like Colgate-Palmolive, Fosters, Johnson & Johnson, Australian Paper, Repco and Wesfarmers.

Mr Durrant explained how New Zealand businesses increasingly embrace the GS1 Standards as a necessary first step towards data synchronisation and, ultimately, B2B electronic document exchanges. He says Innovit's new Business Alliance Partnership with GS1 New Zealand is further indication of the company's strong commitment to this country, and to the use of the GS1 System.

For more information, contact:

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