

Beyond EANnet® Compliance



Data synchronisation has fast become one of the key topics in the retail industry. For suppliers and manufacturers in the Australian packaged goods industry, supporting local Data Pools such as EANnet® is quickly becoming a mandatory process for exchanging product and pricing information with their customers.

Traditionally a manual process, this exchange of product information has been performed via the use of paper-based buying forms, or Excel spreadsheets. With the advent of new technologies for Business-to-Business electronic trading, commonly known as B2B, this manual process of sharing product information has now become vastly outdated, and very inefficient.

Since the launch of EANnet by GS1 Australia, retailers such as Coles Supermarkets and Metcash have reaped the benefits associated with data synchronisation. Working closely with their suppliers, they have been able to eradicate many of the inefficiencies and errors linked to incorrect product master data.

EANnet has how been operating successfully for a number of years in Australia. As suppliers embark on EANnet projects, the need to gather and cleanse data for their customers has highlighted acute inefficiencies in their operations. This is most visible in customer facing roles where not having easy access to all the product information needed to do their job, a routine enquiry about products and pricing can be turned into a much larger task; and daily transactions, such as order processing and invoicing, end up creating enormous downstream problems like refunds, credits, returns and claims because product information supplied to customers was incorrect. These companies now understand the problems caused by not having product data that is centrally maintained and 'controlled'.

For many companies participating in EANnet, the middleware solutions they originally purchased were adequate for compliance reasons, but are inappropriate for delivering the internal benefits associated with:

- Giving employees easy access to product master data
- Integrated processes for managing and sharing product data

With the transition from EANnet to the new GS1net in late 2007, organisations are now starting to revisit their overall data management processes.

More than just compliance

To answer these challenges, Innovit, a product leader in product data management, has created their 'Beyond EANnet Compliance' education program.

This series of education seminars is open to all EANnet users, with the opportunity to participate in one-on-one business reviews. Beyond EANnet Compliance focuses on both the internal and external data requirements of your business. It is designed to provide a range of strategies that will allow your company to implement product data management practices that deliver data consistency, accuracy and integrity.

Innovit's Beyond EANnet Compliance program will deliver the following outcomes:

- Detailed understanding of the benefits that can be achieved by having good data quality and data management processes
- The use of Global Data Pools such as EANnet, and the adoption of GDSN standards that are being introduced to GS1net in mid-2007
- An introduction to the type of solutions that can move your company from being just EANnet compliant, to having a sustainable and efficient data management process
- Opportunity to participate in one-on-one sessions that provide a company-specific review of your entire data management processes including people, processes, systems, and trading partner requirements.

Information about Innovit and their range of Product Data Management and Master Data Management solutions can be found at www.innovit.com or contact Robert Durrant on 03 9429 2293.

