

Alpro goes from 4 to 1 data pool

CDB as single source  
for product data synchronisation  
on European level

Franky Van Hamme  
Jean-Claude Wylin

## Alpro & CDB, a story of optimising the product data synchronisation

- GDSN Network enables data synchronisation via entry in 1 data pool !
- Alpro has chosen CDB (powered by SA2) as single entry data pool
- Benefits for Alpro
  - Cost reductions
  - Better Data Quality
  - Higher Speed to market
  - Expansion to other countries easily possible

Alpro's business  
is based on Sustainable Development,  
resulting in a clear Alpro Mission Statement.

*“ We create delicious, naturally healthy plant based foods  
for the maximum wellbeing of everyone  
and with the utmost respect for our planet.”*



## a story of healthy growth

Some remarkable highlights :

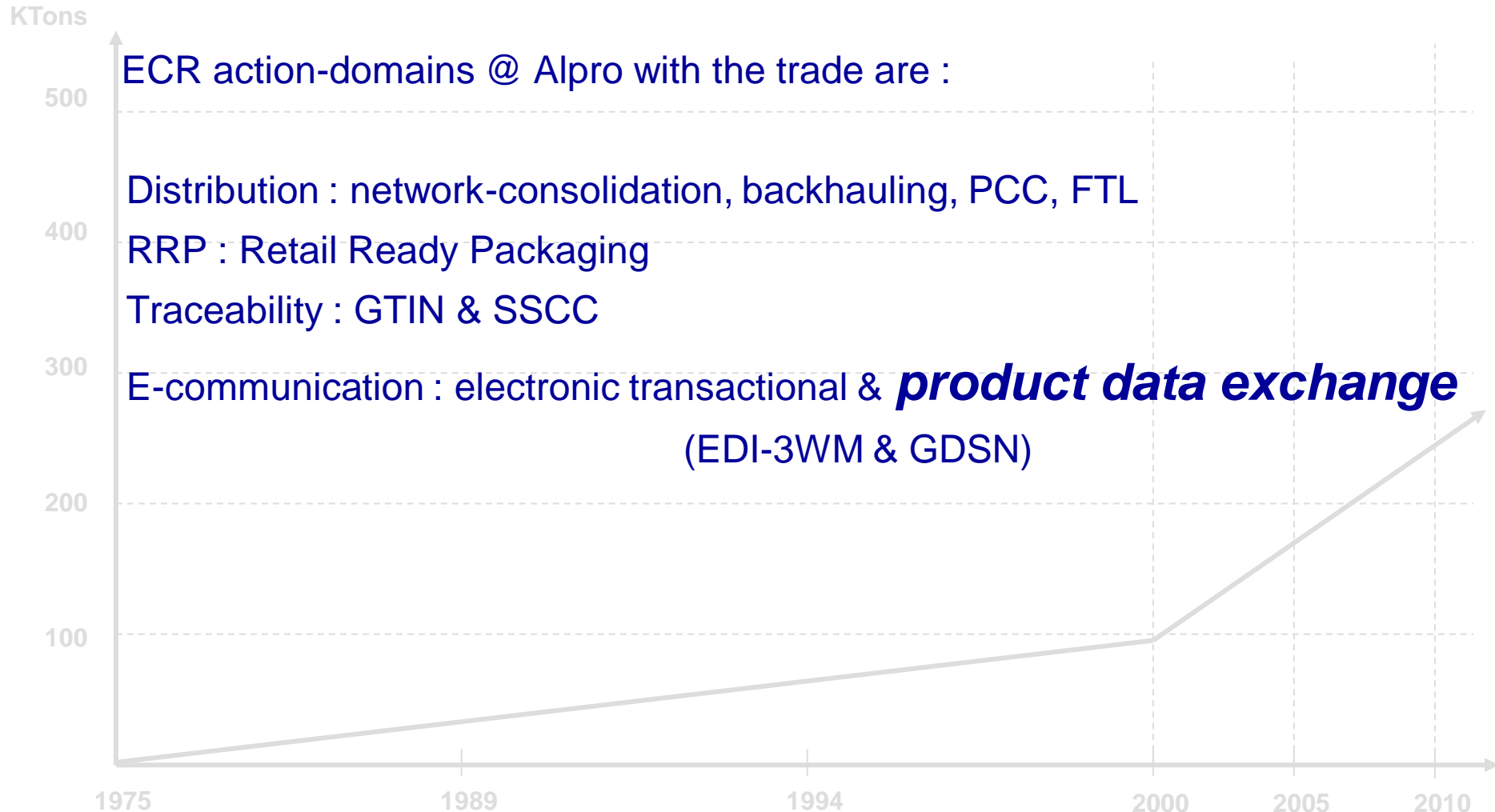




## a growth from R&D pioneer to European market leader



## As instrument in the collaboration with the trade



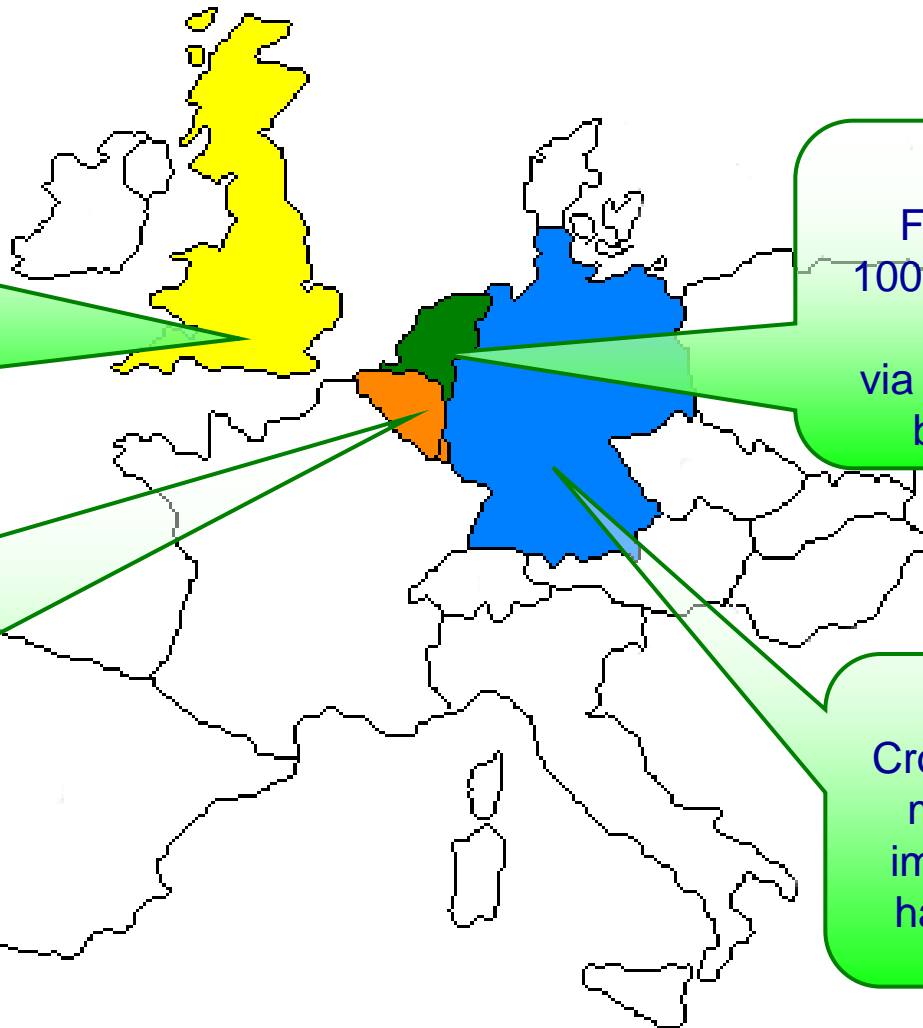
# Product Data Exchange via GDSN



As key element in our collaboration with the trade

## **GDS UK**

Data Crunch report '09  
→ Opportunity of £1 billion for RT-business over the next 5 years



## **GDS NL**

Food-industry  
100% product data exchange via GS1-data pool by end 2012

## **GDS BE**

Memorandum of Understanding = Commitment retailers & suppliers to use a certified GDSN-data pool

## **GDS GE**

Cross-border sales more and more important. GDSN has to follow this trend



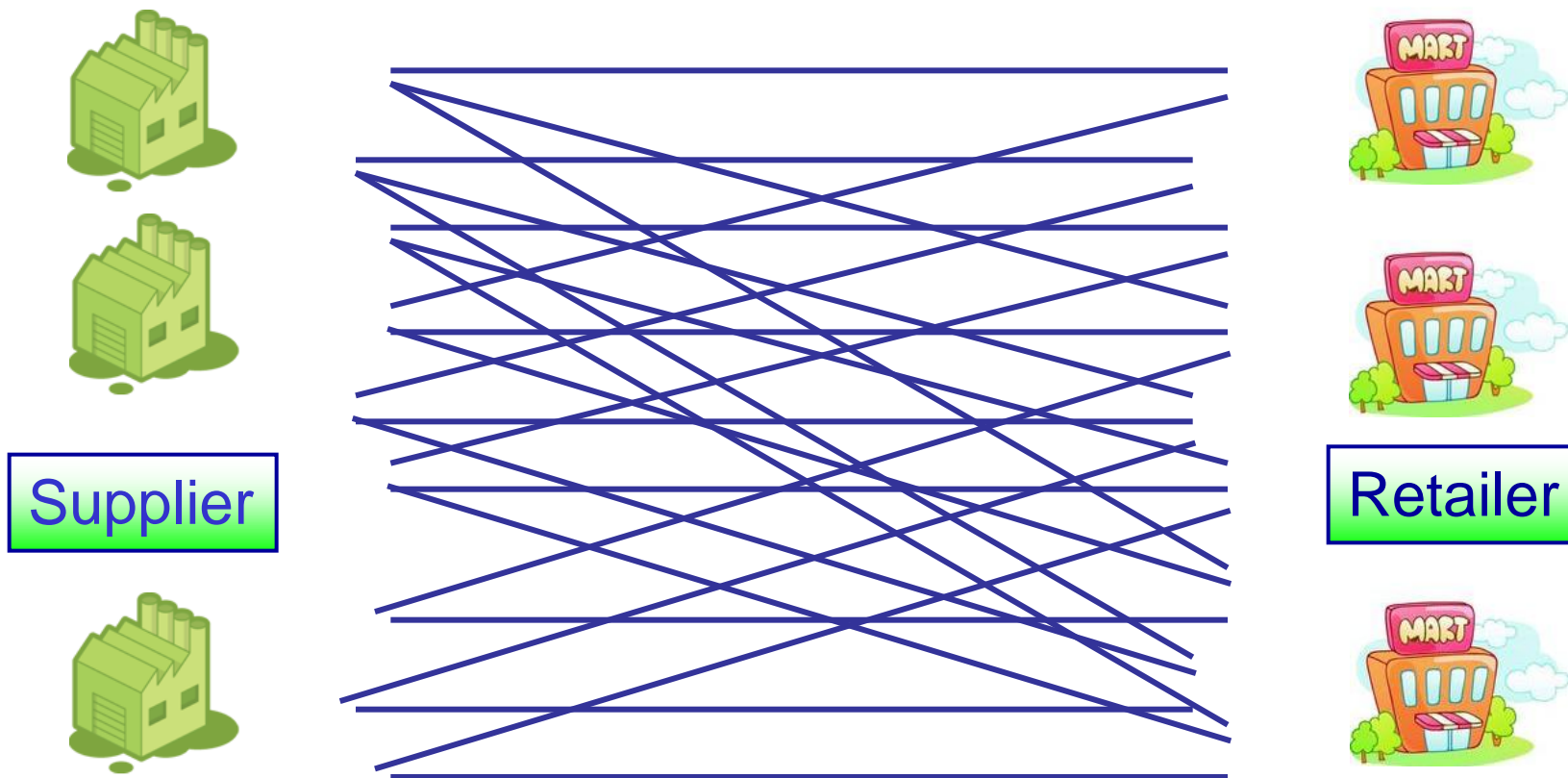
= Global Data Synchronisation Network

Synchronisation and/or exchange of product information  
from supplier to retailer  
via GDSN-compliant data pool.

Bilateral exchange of data (manually or electronically)

→ explosion of communication lines

→ very difficult & costly to maintain

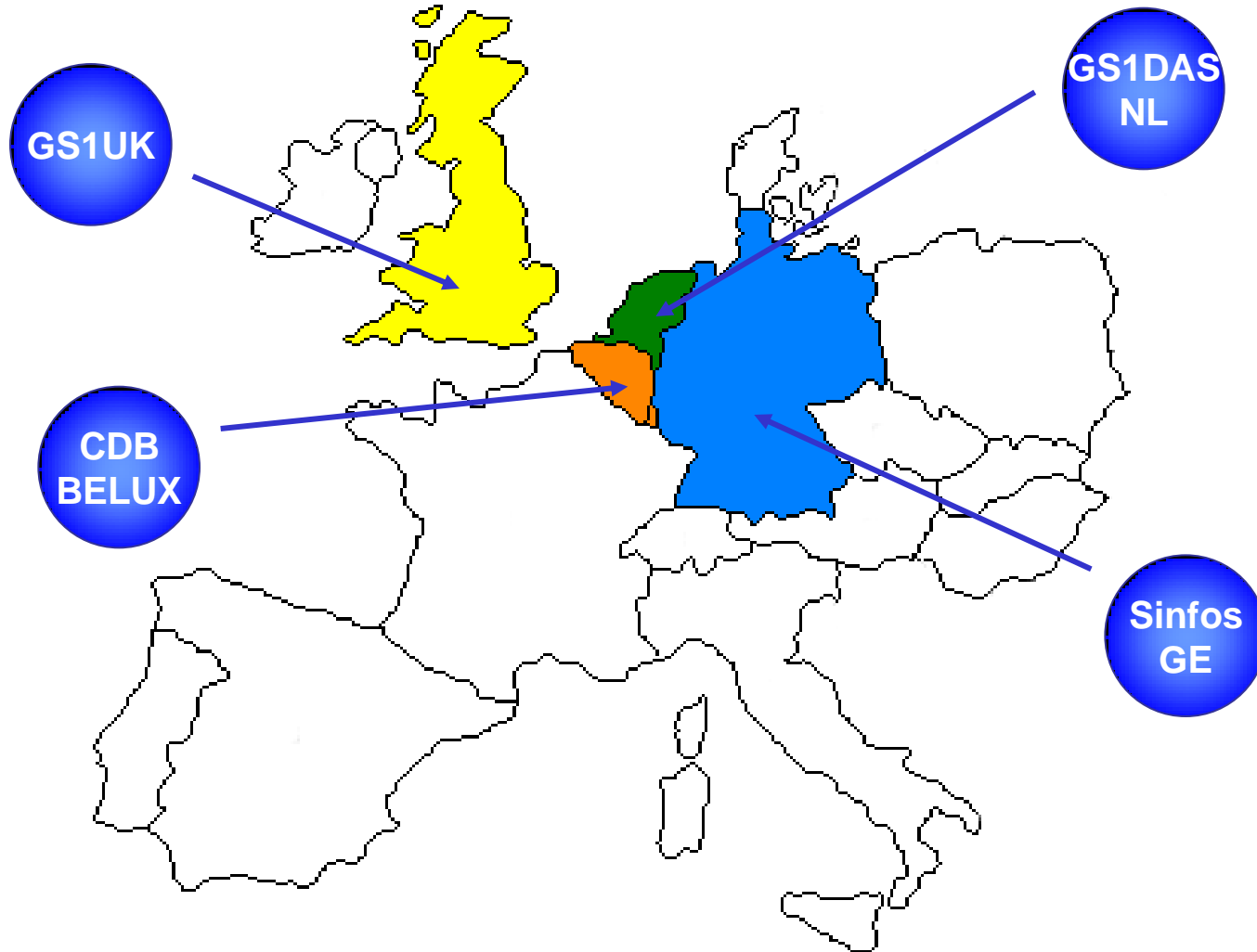


- One single point of access via a data pool
  - Standardised
  - High quality data
  - Less labour intensive/repetitive manual labour



exchanges these product data

Although in an non-efficient way



Inserting 4 times product-data of the same reference

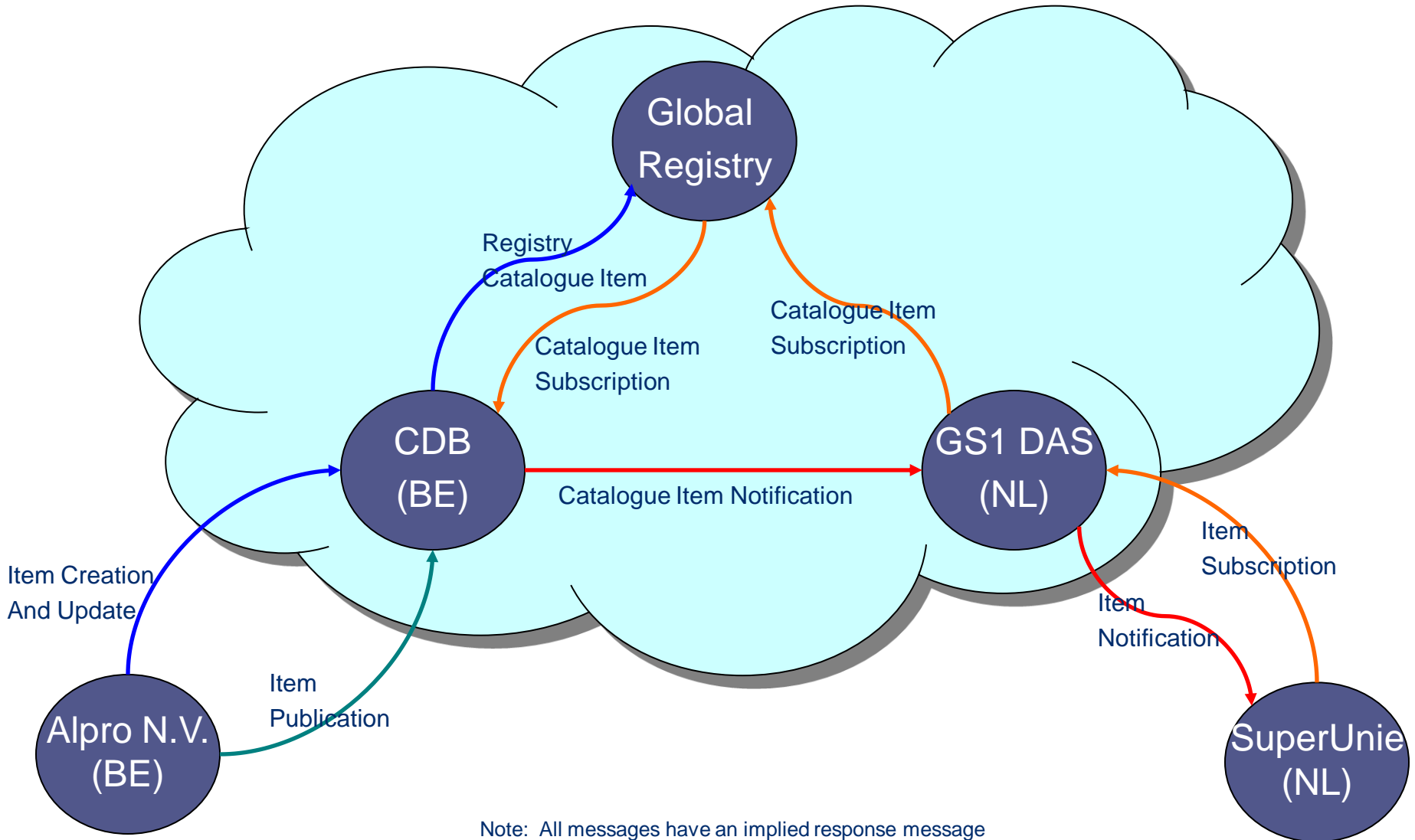
- Labour-intensive
  - high costs
  - long lead-times
- Risk for in-correct data (typing errors)

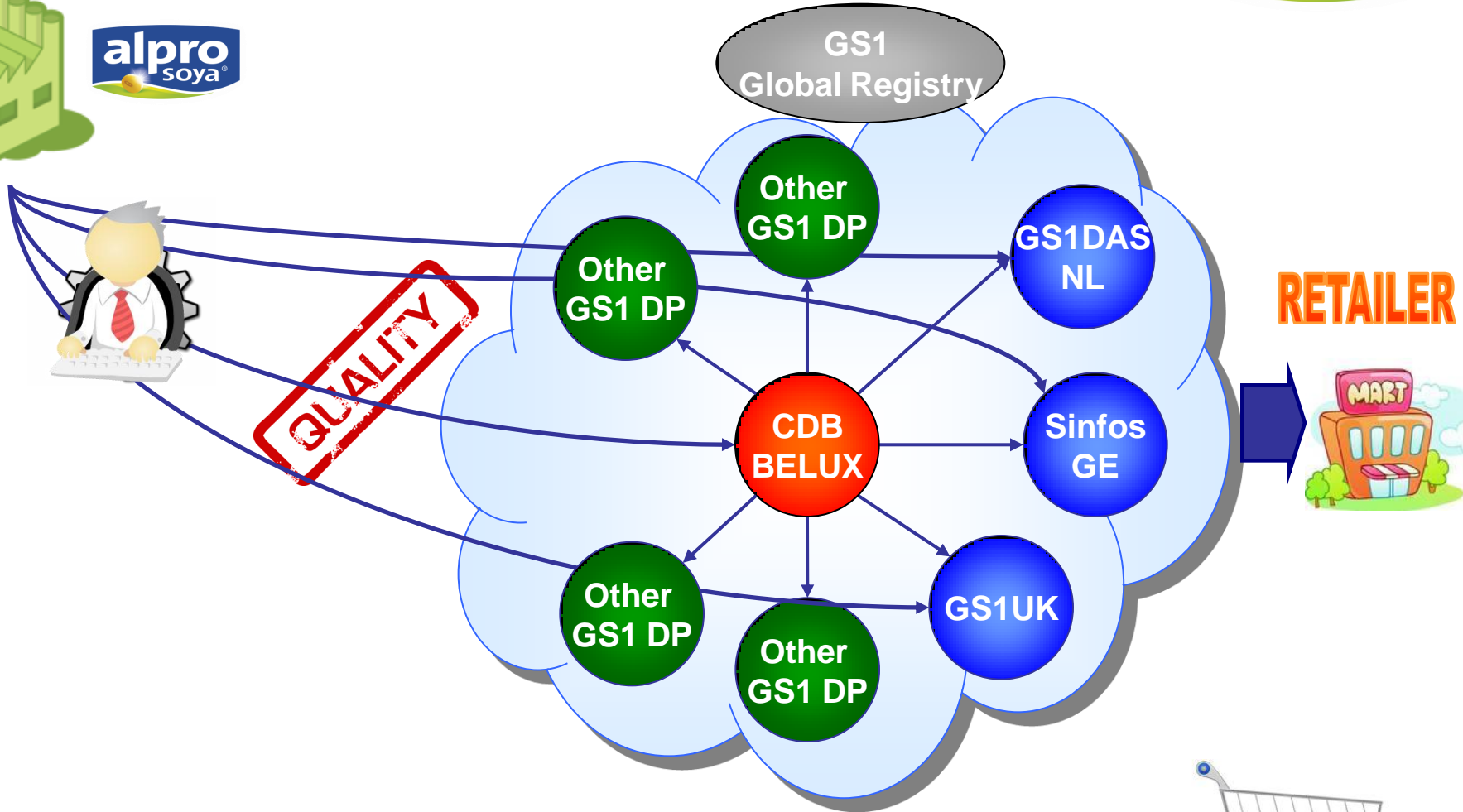
In contradiction with the professionalism way of collaborating with the trade by Alpro

- Resource-efficiency
  - cost-efficiency
  - speed to market
- high quality standards

**Lean  
& agile**

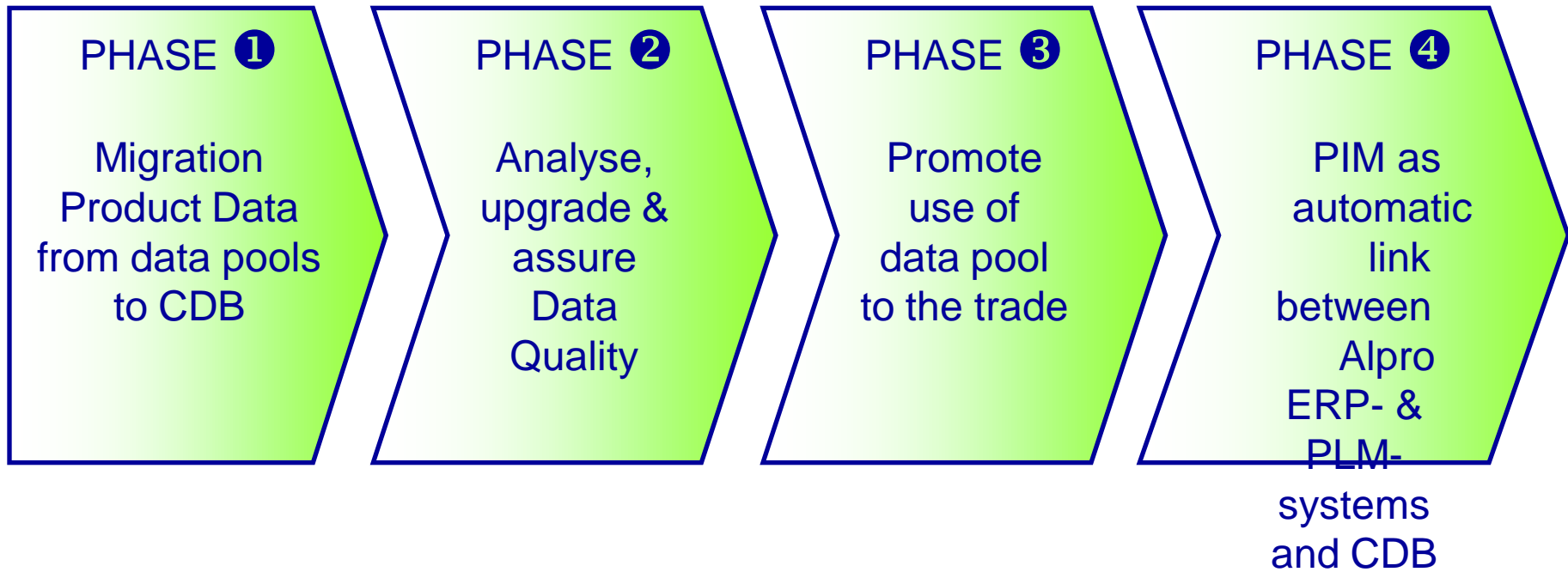
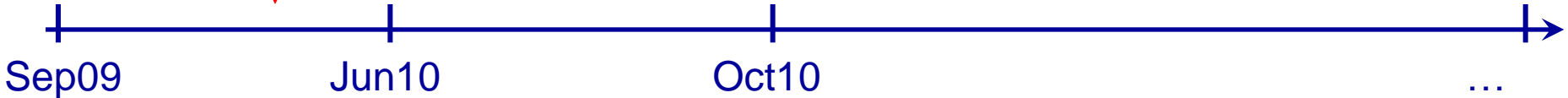
was the answer





**PHASE 4: PIM tool as automated link between Alpro ERP- & PLM- systems and CDB**

# Put into a Roadmap





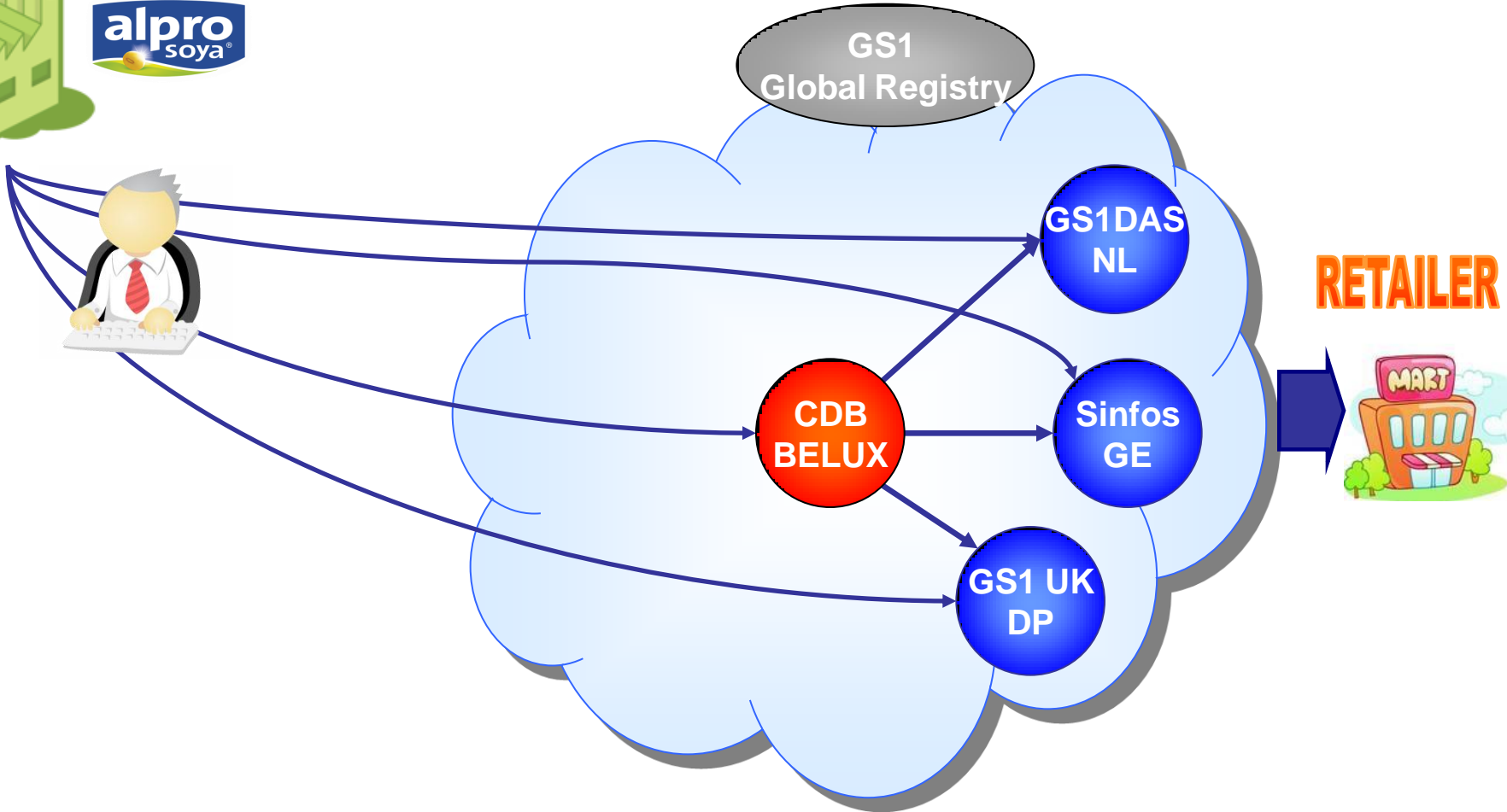
- **User-friendliness**

- CDB is easy to use, natural way of navigating
- More functionalities further improving work-efficiency  
as mass upload, export, copy GTIN's, use of templates
- Web-enabled
- User-interface in different languages

- **Support**

- For Alpro with HQ in Belgium local support  
by GS1-Belgilux crucial

# Status Phase 1: Migration product data from data pools to CDB



**Migration GS1 UK DP to CDB**

**Scheduled**  
(start Mar '09)

# Benefits Phase 1 short term (1/2)



## Short-term effects already tangible

- Financial saving
  - no longer licence costs for GE, NL, UK
- Cost-efficiencies
  - no more double work (input same ref in > 1 data pool)
  - knowledge required of only one data pool
  - ➔ working-procedures can be optimised

# Benefits Phase 1 short term (2/2)



- **Higher Speed to market :**
  - Once in CDB product-data immediately available worldwide for all customers
- **Better Data Quality :**
  - Singular input of product-data, less repetitive work  
→ more able to concentrate, less risk on errors
  - Knowledge required of only one data pool  
→ no longer confusion of product-data fields

# Benefits Phase 1 longer term



Phase 1 opens **opportunities** for the next 3 phases:

- Phase 2 : Upgrade product-data quality
  - Only to be done in one single data pool
- Phase 3 : Promote data pool-communication to the trade
  - With the 3 installed interfaces out of CDB, a broad range of other countries can immediately be served
- Phase 4 : PIM at automated product data input
  - Link only to be installed towards one data pool

- **Project to improve Product data Synchronisation :**
  - 4 phased approach:
    1. **Consolidate : CDB** (powered by SA2) **chosen**  
as single source data pool
    2. Analyse, upgrade & assure Quality
    3. Promote use of data pool to the trade
    4. Automate Data Input
- **Benefits :**
  - Cost reduction
  - Better Data quality
  - Higher speed to market
  - Expansion to other countries easily possible (*GDSN network*)