



The SAP NetWeaver™ platform, through the advanced capabilities of its master data management component, now enables global data synchronization (GDS), which supports product data consistency and distribution between trading partners. With GDS functionality, you can create and manage global trade-item data through a graphical console and seamlessly exchange your data with UCCnet or Transora for improved supply chain operations.

GLOBAL DATA SYNCHRONIZATION

Key to Improving Your Supply Chain Operations

The Cost of Inaccurate Product Data

The use of inaccurate and outdated data in invoicing and purchasing orders results in delivery errors and lost sales. A 2003 report by A.T. Kearney found that delivery errors cost the retail and consumer products industries about \$40 billion annually. Another study, released by AMR Research, revealed that 30% of items in product catalogs contain errors, requiring 25 minutes per SKU to correct. This study also found that incorrect product data results in returned shipments, delays in payment or deductions on invoices, and costs between \$60 and \$80 per item.

Benefits of Global Data Synchronization

Accurate data helps at all stages of the supply chain, from purchase order to delivery, from storage to the retail shelf. Suppliers are finding that by synchronizing data across their entire supply chain infrastructure, they can enjoy benefits such as:

- Lower costs for shipping and logistics
- Fewer discrepancies in shipments to retailers
- Reduced number of invoice write-offs incurred as a result of data discrepancies
- Improved outbound logistics processes within their infrastructure
- Faster time-to-market with new products

Before global data standards were introduced, it required weeks of effort to get new products into retail systems – not including the time needed to get these products to the sales floor. With global data synchronization (GDS), new items can be received, processed, and approved within hours. Narrowing this time frame generates tremendous benefits to suppliers and retailers, who can now capture sales that would not have been possible previously.

Synchronizing data in a standard format also provides a solid foundation for realizing the true cost-savings possible with more advanced e-commerce tools such as radio frequency identification (RFID) and scan-based trading as well as collaborative planning, forecasting, and replenishment (CPFR).

GDS services enable suppliers and their retail partners to reduce costly administrative errors in invoice pricing, purchase orders, and product delivery as well as to increase scanning accuracy. In addition, companies can get new products to market faster and continuously update and communicate changes to existing product information.

Consumer Products Companies Rely on SAP

As a trusted vendor supporting more than 2,300 consumer products companies, SAP understands the importance of improving the efficiency of your supply chain. It delivers the innovative solutions that create a competitive advantage for consumer products companies like yours. Through extensive research, implementation experience, and dedication to quality, SAP supports your initiatives in new product development and introduction, inventory management, collaborative process support, demand-driven supply networks, and end-to-end trade promotions. Using the GDS capabilities now available through the SAP NetWeaver™ platform, you can improve processes via more reliable and more available product data, increased visibility, and simplified collaboration across the supply chain.

GDS with SAP® Master Data Management

SAP NetWeaver enables you to move product information from mySAP™ ERP or SAP® Master Data Management (SAP MDM) object repositories to Transora or UCCnet (version 2.3). From a graphical console, you can then create and manage trade-item data that conforms to the EAN.UCC (GS1) standard. A sophisticated publication mechanism ensures that you and your trading partners always exchange the information you need and that your systems are always synchronized.

Fast Implementation, Faster Results

SAP NetWeaver, through its master data management component (SAP MDM), offers built-in conduits to UCCnet and Transora, making it the fastest way for your company to exchange product data with these data pools. Using standardized protocols, you can publish your trade data seamlessly on UCCnet or Transora without changing any preexisting processes. This frees your IT department to focus on the business needs of the organization rather than on the challenges of integrating with an external, geographically remote system. Using SAP NetWeaver for your GDS initiative also alleviates the need for the costly and time-consuming certification courses and tests required to implement a custom-developed solution.

Consolidating Existing Product Content

Manufacturers and distributors can aggregate rich product information and ancillary content into a central repository that is accessible throughout the enterprise. The integral workflow management functionality of SAP NetWeaver allows reconciliation, normalization, and harmonization of data from multiple data sources, taxonomies, and trading systems.

Leveraging Rich Content

Traditional GDS systems allowed for only basic product attributes to be exchanged – either manually (via a browser-based interface) or automatically (via machine-to-machine interaction between the partner and the data pool central system). With SAP NetWeaver, you can create and manage rich data using a single standardized catalog, integrating and reducing dependence on multiple catalogs and solution providers. You can also give your trading partners access to synchronized, standards-compliant, and detailed and rich product information and product life-cycle changes. All of the global data-pool functions are preserved, specifically the notification to trading partners of events such as new item introductions, authorization, and deauthorization.

In addition, SAP MDM provides standardized communication of all product attributes, with the assurance that data is synchronized among all trading partners, regardless of how those partners are connected.

Extended Data Exchange

UCCnet also provides a mechanism and set of protocols for direct machine-to-machine exchange of simple data between UCCnet partners. Using SAP NetWeaver, this data exchange capability is extended to enable direct, automated transfer of rich product information between business partners.

Active Participation in Global Standards Bodies

SAP supports evolving standards such as EAN.UCC and EPC (Electric Product Code) and is actively involved with standards bodies such as EPCglobal, GSMP (Global Standards Management Process), and EAN International (GSI). It is committed to ensuring data consistency and accuracy between manufacturer and retailer.

Benefits of Choosing SAP for Global Data Synchronization

The GDS capabilities available in SAP NetWeaver help you exchange and synchronize product data to comply with retailer trade initiatives. They also help you attain dramatic supply chain enhancements across the enterprise. With this GDS functionality, you can:

- Reduce the error-processing costs resulting from inconsistent product data by ensuring data consistency and accuracy between manufacturer and retailer through global trade item number (GTIN) creation and management functionality
- Implement a quick but complete solution for complying with trading-partner requirements
- Lower the risk involved in adopting a new solution, since SAP is committed to evolving standards such as EAN.UCC and EPC

- Achieve a lower total cost of ownership than you would with competing solutions by taking advantage of the comprehensive SAP NetWeaver platform, which can support your existing heterogeneous IT landscape

Find Out More

If you would like to know more about the global data synchronization capabilities available through SAP NetWeaver, visit www.sap.com/solutions/netweaver/masterdata/ or contact your local SAP sales representative and request a demo.

Powered by SAP NetWeaver

Global data synchronization is powered by the SAP NetWeaver platform, the open integration and application platform that enables change. SAP NetWeaver helps companies align IT with their business. It allows companies to obtain more business value from existing IT investments and to deploy a services-oriented architecture. SAP NetWeaver reduces total cost of ownership (TCO) and complexity across the entire IT landscape.

SAP NetWeaver powers mySAP Business Suite, SAP xApps™ packaged composite applications, and partner solutions. It provides the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver unifies integration technologies into a single platform and is preintegrated with business applications, reducing the need for custom integration.

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