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Delivering
Intelligent Business Solutions
To **World Class** Retailers

ibs **DATA SYNC**

**Data Synchronization
Fact Sheet**

OVERVIEW

Data synchronization has been identified as a key opportunity for retailers to improve their operations, whether through more accurate data or improvements in speed to market new products and promotions. Consultants such as AT Kearney and Cap Gemini have identified significant business opportunities for retailers wanting to stay ahead of the competition. Retailers that employ best practices in this business area, including standardized data alignment between their business processes and those of their suppliers, will leverage both top and bottom line business benefits.

In developing their strategies retailers also need to ensure that any data synchronization solution is secure and compatible with global standards as developed by **GS1** and **Agentrics** while, at the same time, the solution is flexible enough to allow synchronization with suppliers that have not yet integrated with existing Data Pools.

Soft Solutions is the only merchandise software provider in the marketplace today that offers a fully **GS1 and Agentrics** certified retail data synchronization solution. ibs **DATA SYNC**, part of Soft Solutions' Retail Collaboration Suite, can be installed by the retailer to act as a Data Recipient or Recipient Data Pool or by any of the GDSN Data Pools to be used as a source and Recipient Data Pool. In addition to being fully compatible with all market and international standards, it supports one-to-one protocols to communicate with suppliers not compliant with such standards.

ibs **DATA SYNC** allows the retailer to register suppliers and items, and then to automatically synchronize the data into their supplier and item database. Buyers and Category Managers can have access from their desk to any supplier and item information within the Global Registry using search criteria to reduce sourcing time and cost. Additionally, ibs **DATA SYNC** manages additional item attributes specific to the retailer's business needs.

When coupled with Soft Solutions' ibs **REFERENTIAL**, the industry's most comprehensive retail data model, it completes the internal data synchronization process by automatically updating the retailer's master data and providing a full Master Data Management solution. It is used by **Auchan** and **CVS** as part of the Product Information Management (PIM) process.

**Real-Time Data
Alignment**



**GS1 and Agentrics
Certified**

**Global Sourcing
Capabilities**

Source Data Pool

Recipient Data Pool

**Enhanced Item and
Supplier Search
Criteria**

**100 New Items
Created in 1 Minute**

KEY FEATURES

ibs **DATA SYNC** is a scalable solution that can be adapted to the retailer's and supplier's specific requirements. It supports a wide range of business environments, including multi-language, multi-GLN and multi-currency.

ibs **DATA SYNC** - Recipient Data Pool by retailers adhering to GDSN to:

- Access and locate worldwide supplier and item information
- Subscribe and receive item and supplier information from GDSN and Non-GDSN catalogues using GDSN Standards
- Receive files sent directly from suppliers in xls, csv, xml, pdf or flat files formats
- Enable suppliers to manually enter the data by directly accessing the retailer's portal
- Enrich items with added information depending on retailer's business needs
- Accept or reject items from catalogues
- Cross reference GDSN standard fields with retailer's master data management database for internal synchronization
- Manage various pre-listing and listing statuses

ibs **DATA SYNC** – Vendor Portal

- Register automatically suppliers not connected to the GDSN
- Parallel management of suppliers not connected to the GDSN and GDSN-suppliers in order to have the same information
- Allow for suppliers to enter or modify data not managed by the GDSN

ibs **DATA SYNC** - Source Data Pool by a supplier to:

- Send item and supplier information to GDSN catalogues or retailers' own Data Pool
- Receive item and supplier messages to and from the retailer or GDSN Data Pools
- Manage the upload of item information to the various GDSN Data Pools
- Synchronize item data coming from the retailer's master data

BENEFITS

Improve data quality by:

- Centralizing and standardizing item and supplier data management in one application that can share the data with other information systems within the retailer's environment
- Integrating in real-time modifications of item data sent by suppliers with automatic alerts for acceptance of modifications based on specific business rules
- Managing the retailer's item statuses automatically and/or manually
- Improving the quality of exchanged information by eliminating or rejecting erroneous data

Reduce costs and improve productivity by:

- Synchronizing supplier and item data in real-time
- Improving productivity thanks to reduced manual data input and errors
- Allowing suppliers to manually enter and synchronize item data on the retailer's portal
- Minimizing the cost of data management and maintenance by reducing the time required to support the master data management process
- Making better decisions based on more timely and accurate data

Enhance and expand item or supplier data search criteria by:

- Integrating any kind of file type defined by a retailer and transforming the data securely
- Enable global sourcing using GPC and GLN
- Tailoring search criteria
- Acquiring and updating data securely in real-time in a standard and automated way

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