REAL-TIME DATA FLOWS TO RETAIL

Fruit juice manufacturer AMECKE is pleased with its smooth switch to b-synced

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OUR CUSTOMER

AMECKE is one of the leading manufacturers of fruit juices in Germany. For more than 20 years, the family-owned company from Sauerland region has focused on product innovation and the production of high-quality 100% fruit juices.

The company's success story unfolded 20 years ago: By inventing their product line AMECKE Sanfte Säfte, the first 100% fruit juices low in acid, they revolutionised the juice market back then.

With AMECKE Plus, the company was one of the first suppliers to launch a series of functional fruit juices with vitamins and minerals in the mid-1990s.

The company owes its success to its consistent innovation strategy. Today, it is impossible to imagine the fruit juice aisle without AMECKE as one of the top 3 fruit juice brands, which has been copied many times by well-known competitors.

INITIAL SITUATION AND CHALLENGE

AMECKE´s Head of IT, Volker Langkamp, explains that the fruit juice manufacturer was initially motivated to switch to the GDSN data pool because of b-synced's licensing model, which is particularly attractive for medium-sized companies. After all, he manages the master data of less than 50 basic articles and around 200 GTINs, if you count the promotional dis-plays.

Volker Langkamp literally manages master data: as IT Manager at AMECKE, he maintains all master data himself. And he is now pleased that b-synced's licensing model is based on the rather small number of different products that his company offers instead of just looking at the company's turnover.

»We were pleased to hear that there is competition on the German market in the GDSN data pool sector,« says Langkamp. Monopoly positions of single providers are problematic, especially for medium-sized manufacturers.

Data reaches the customer in real time

Motivation to switch was the more lucrative licensing model that Bayard Consulting offers its customers for using the GDSN pool, and Langkamp is now pleased with the numerous benefits his company has enjoyed through b-synced. He especially welcomes the fact that his product data now reaches retailers in real time.

He says this is a considerable advantage, for instance, when errors need correction, as the fruit juice manufacturer obviously wants to offer its customers in retail the best possible service when supplying master data.

Another advantage Volker Langkamp sees is the user-friendly way in which b-synced displays error messages sent by retailers and makes them editable. »The b-synced dashboard is simply well done,« he states.

OUR PROJECT

Volker Langkamp says that he has often found that medium-sized companies get the best service from medium-sized business partners. And this was once again confirmed when switching the GDSN data pool: Bayard Consulting's service is also excellent for smaller companies, Volker Langkamp states.

If he has any questions or problems, a senior consultant from the Cologne-based consulting firm is available to him at very short notice. They not only provide quick and uncomplicated help with questions regarding b-synced, but also have comprehensive knowledge of the entire topic of GDSN and data management in companies.

Upload instead of manual entry

By switching to GDSN, AMECKE also changed the way they edited master data. Instead of typing data into an online data entry mask, the medium-sized manufacturer can now upload it from Excel.

A direct connection to their SAP system would not be sufficient, because at AMECKE, as with most food manufacturers, the ERP system is not suitable for storing all necessary product master data.

Problem-free switch

The switch to b-synced in January went without a hitch. »Retailers didn't notice a thing,« says Volker Langkamp happily. After the previous provider had released AMECKE´s Global Location Number (GLN), the switch was completed on the same day.

Langkamp is very satisfied with the support provided by Marc auf der Mauern during the switch. Marc is a senior consultant at the Cologne-based consulting firm and had well prepared AMECKE´s switch with test runs. Switching then was possible without a hitch.

Freed from ballast

One shouldn't move without clearing out one's clutter. So IT Manager Volker Langkamp was also pleased to have taken the opportunity to clear his company's data inventory of old burdens for a change in which Bayard Consulting employees also supported him efficiently.

TO ENABLE SMOOTH SWITCHING FOR AMECKE, THE BAYARD CONSULTING TEAM...

1. subscribed to AMECKE´s article data for b-synced and received the data,

2. provided AMECKE with a list of the GTINs received so that the customer could match and approve them. This ensured that all relevant GTINs were really taken over,

3. helped the fruit juice manufacturer to clean up. AMECKE was able to mark articles that were no longer in the range so that they were not taken into b-synced,

4. assisted the customer step by step in cancelling the contract with the old data pool,

5. accompanied offboarding from the former provider,

6. set up the new b-synced account and imported all data in just one day,

7. instructed the customer in how to use the b-synced Excel template so that they can use it to make data available in the GDSN from now on.

OUTLOOK

Driven by the excellent service provided by Bayard Consulting Group, Volker Langkamp is already planning ahead. As a next step, he would like to evaluate whether Bayard Consulting's product content eXchange platform SyncManager can support him in collecting relevant data for GDSN from the various in-house systems and publishing it even more easily to retailers via GDSN.

EASILY SWITCHING YOUR DATA POOL TO B-SYNCED

> Support for data pool switch and data transfer is completely free of charge (up to a certain number of GTINs).

> Low effort for the customer: Most of the work is done by Bayard Consulting.

> The data pool change process is safe, as it has been done very often by the Bayard Consulting team without any problems.

> No data entry needed: the existing product data are taken over.

UPLOAD INSTEAD OF MANUAL ENTRY

»The dashboard of b-synced is simply well done.«
(Volker Langkamp • Head of IT • Amecke GmbH & Co. KG)