



{SALUTATION[salutation:custom|Dear Mrs. |Dear Mr. |Dear customers|]}
{NACHNAME}{LASTNAME},

at the end of the year we have some really exciting success stories and news for you, e.g. about our project with [Danone](#) or the data pool switch of [Coppentrath & Wiese](#).

The current trend topic is **Product Content Syndication** and to keep you well informed, we offer you **exclusive access to the latest Gartner report** as well as to **practice-relevant white papers and magazine articles**.

Enjoy reading!

PRESSE & NEWS

Danone – Complexity reduced without complication



» We are delighted with the uncomplicated, smooth and always solution-oriented cooperation with BAYARD.«

Saki El-Gogo | Head of Master Data Management |
Danone DACH

Implementation in record speed: **In less than three months, Danone**, together with **BAYARD**, succeeded in unifying the product content of its business units in Germany, Austria and Switzerland via the GDSN.

[READ THE SUCCESS STORY HERE](#)

Coppentrath & Wiese switches to BAYARD's GDSN platform BYRD



» BYRD's user interface helps us to further reduce the risk of data errors.«

Benjamin Voß | Head of Orga | Conditorei
Coppentrath & Wiese

Coppentrath & Wiese will move its GDSN data management to **BAYARD's platform BYRD** at the beginning of the new year. Retailers will then receive their product content through the **b-synced master data pool** integrated in BYRD.

[READ NOW](#)

GARTNER REPORT



The growing amount and increasing speed of product data and touchpoints increase the operating costs as well as the **complexity of product data management**. The right **product data syndication (PDS)** strategy is therefore crucial for success.

[FREE DOWNLOAD](#)

WHITE PAPER



With the **Market Performance Wheel (MPW)**, the analyst house **The Group of Analysts (TGOA)** offers an in-depth assessment method that serves as a basis for decision-making for companies facing their next digitalisation project.

[DOWNLOAD NOW](#)

My team and I wish you a Merry Christmas and a Happy New Year!

Kind regards
Björn Bayard and the Bayard Team



Bring your Product Content to Life.



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