

April 25, 2023 | Mülheim an der Ruhr, Cologne



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

BAYARD was able to bring **ALDI SÜD** on board as a new client for its **Global Data Synchronisation Network (GDSN) platform**. Over the last few months, it has been possible for all ALDI SÜD brand-name product suppliers, who use the GDSN for their product content, to automatically transmit product specifications directly to the ALDI Buying teams via the platform. The transmitted data is imported directly into ALDI SÜD's PIM (product information management) system and the manual maintenance efforts for suppliers are significantly reduced as a result.

ALDI SÜD relies on BAYARD's **GS1-certified data pool b-synced** for its entry into the use of the Global Data Synchronisation Network (GDSN). In the future, manufacturers who supply brand-name products to ALDI SÜD will be able to use the GS1 community's industry network to transmit their product data to the discounter in all relevant areas. With BAYARD's **solution b-integrated**, the data will automatically flow into the discount retailer's PIM system.



ALDI SÜD has recently successfully completed a proof of concept with 20 selected branded manufacturers in Germany and Austria. Over the course of 2023, other manufacturers will be gradually acquired. All national and international brand-name suppliers to ALDI SÜD are able to transmit their product data via the GDSN data pool in a quality assured manner, in cooperation with the responsible Buying department.

According to **the product owners of the Global Product Information Management Team at ALDI SÜD, Anja Knamm and Stephan Granata**, one of the reasons the discount retailer selected BAYARD's technology was due to the possibility of connecting to ALDI SÜD's technical landscape without any major problems. In any case, the future connection of other data sources beyond GDSN can also be accomplished through the **content hub b-integrated**.

»Our cooperation with BAYARD's consultants is built on trust«, notes Stephan Granata from ALDI SÜD, regarding the team from Cologne. »Our partner proactively draws our attention to potential improvements. This is extremely valuable for us.«

Would you like to turn your product information management into a success story as well? **Then please feel free to contact us.**

Kind regards
Björn Bayard and the BAYARD Team



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