



**BAYARD**

European Data Syndication Services



# FASTER ONTO THE SHELVES WITH HEALTHY DATA

With BAYARD's platform BYRD, Swiss herbal medicines and food manufacturer A.Vogel is supplying retailers worldwide with constantly updated and quality-checked product content – Ready for GDSN in nine countries

Bring your Product Content to Life.



## THE CUSTOMER



A.Vogel AG produces herbal medicines, food supplements and nutritional products. The effectiveness of A.Vogel's fresh plant preparations has been proven in clinical studies. All raw materials for the herbal medicines as well as the food supplement and nutritional products are sourced wherever possible and reasonable from controlled organic cultivation. A wide range of health information, consisting of a magazine, well-known books and a comprehensive online portal, underpins the high competence and credibility of the health brand. With an export share of 80 percent and 500 employees worldwide, the A.Vogel Group generates around 130 million Swiss Francs in annual sales.



## INITIAL SITUATION AND CHALLENGE

For the medium-sized company A.Vogel and its distribution partners, supplying retailers and wholesalers with its own product content was a strenuous task involving a great deal of manual effort and prone to errors. This is due to the fact that the medicinal plant specialist's products are distributed to retailers in 25 countries via eight subsidiaries and 30 distributors. Worldwide, A.Vogel has around 3,500 SKUs at its disposal.



However, a universal system was missing, as was a standard for product data management. Each sales unit had to collect the relevant product content itself to supply to its retail partners. This could lead to delays in the listing of items and in the creation of new retail products. Because at A.Vogel, only 60 percent of the source data was available in SAP ERP, the rest had to be compiled from other systems.



## THE PROJECT

In order to speed up the listing process in all countries where A.Vogel products are sold and to optimise the quality of the product content delivered to the retail partners, the managers of the Swiss medicinal products company decided to introduce a uniform product content management system. From a shortlist of ten product information management solutions, A.Vogel chose BAYARD's BYRD platform in July 2021. A key factor in the decision was the user-friendliness of the platform, the experience of BAYARD's consultants in industry-wide master data management as well as their successful track record of projects in the Swiss market. BAYARD was also awarded the contract to support the project as implementation partner.



The aim of the project was to create a system with continuously updated and quality-checked product data that would enable new products to be launched more quickly in the retail organisations and product changes to be communicated more efficiently to business partners. Until now, this was a huge effort, especially in multi-level trade organisations with independent shop owners. The aim of the project was to simplify the work processes of the sales department while at the same time creating internal transparency.

With the support of BAYARD, A.Vogel implemented the Global Data Synchronisation Network (GDSN) standard to create its product content uniformly in BYRD across all country assortments. Last but not least, retailers can now also obtain A.Vogel's product data via the GDSN.

### BYRD – THE RIGHT DECISION

»It is perfectly suited to our requirements. The user interface is so easy to use that it is also excellently suited for medium-sized companies like ours.«

Bernhard Baertschi  
Member of the Management Board  
A.Vogel Gruppe





## RESULTS

Within a few months, the project partners had successfully created A.Vogel's product content in the BYRD platform according to GDSN rules – initially for the Swiss market. Following extensive testing in its domestic market, A. Vogel followed up with the implementation in all other countries in which it is represented with an own subsidiary by summer 2022: France, Belgium, the Netherlands, the UK, Ireland, Denmark, Finland and Canada.



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»The consultants from BAYARD really went the extra mile and supported us with excellent teamwork,« reports Bernhard Baertschi, Member of the Management Board of the A.Vogel Group. For example, the specialists from Cologne created the country-specific requirements for the GDSN data in BYRD in such a way that the product content is automatically checked for completeness for the respective target market.

The decision in favour of the BYRD platform turned out to be absolutely right for the company: »It is perfectly suited to our requirements. The user interface is so easy to use that it is also excellently suited for medium-sized companies like ours,« says Baertschi.



### REAL STRATEGIC ADVANTAGE

»It goes down very well with retailers that we can show them: We are ready to provide our product content in a quality-checked and standardised way – also via the GDSN«

Bernhard Baertschi | Member of the Management Board | A.Vogel Gruppe

The complete product content, which is always up-to-date and available, is a real strategic advantage for the company's own sales. »It goes down very well with retailers that we can show them: We are ready to provide our product content in a quality-checked and standardised way – also via the GDSN,« Baertschi reports



## OUTLOOK

Through this project, A.Vogel has created the basis to efficiently supply its trading partners with complete and error-free product content both through the GDSN and through other industry solutions such as Ecoinform for the natural food and health food store segment. The other countries in which A.Vogel is represented by sales partners are now to be successively connected to the platform.

In a further project step, A.Vogel is now planning to work with BAYARD to implement the automated generation of Excel sheets from BYRD. Despite GDSN and other industry solutions, many retail companies require their suppliers to fill out and upload such documents according to individual specifications.

In a further important step, the medicinal plants and nutrition specialists also want to create all digital assets such as product images and marketing content for online shops and consumer portals in BYRD in the future and make them available in a quality-checked manner. And last but not least, A.Vogel plans to partially automate data maintenance by connecting BYRD to the SAP system. After the positive experiences so far, BAYARD's consultants will certainly remain on board for the next steps of the project.