



**BAYARD**

European Data Syndication Services



# COMPLEXITY REDUCED WITHOUT COMPLICATION

Danone relies on BAYARD across all business units in the DACH region to capture its product content for the retailers and make it accessible via GDSN – First tests also with content for e-commerce and digital communication

Bring your Product Content to Life.



## THE CUSTOMER



Danone DACH is one of the top ten FMCG companies in Germany, Austria and Switzerland. Danone DACH is active in three health-oriented, high-growth and trend-oriented categories: Dairy and Plant-Based Products, Natural Mineral Water and Soft Drinks as well as Early Childhood and Medical Nutrition.

Driven by the mission to improve the health of as many people as possible through food, Danone aims to encourage healthier and more sustainable eating and drinking habits while making a measurable impact on nutrition, society and the environment.

Danone DACH aims to be 100 per cent B Corp certified by 2023. 73 per cent of annual sales already come from B Corp-certified business units.

With over 2,300 employees at seven locations as well as two internationally significant production plants, Danone DACH produces more than 1,000 different products. The Danone DACH portfolio includes leading international and local brands (including Actimel, Activia, Alpro, Aptamil, Volvic, evian, Fruchtzwerge, Nutrini, Fortimel and Neocate).



## BACKGROUND SITUATION AND CHALLENGE

In order to provide retailers with their product content, Danone's divisions in Germany, Austria and Switzerland had previously relied on different service providers for the compilation of the data and the connection to the Global Data Synchronisation Network (GDSN) prior to the project. Process complexity was correspondingly high. Optimisation through a technical connection of the food manufacturer's in-house systems would have been extremely costly due to the large number of service providers.

## THE RIGHT SERVICE PROVIDER ON BOARD

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Saki El-Gogo  
Head of Master Data Management  
Danone DACH







In April 2022, Danone operationally bundled four previously independent business units in Germany, Austria and Switzerland in a move to further boost efficiency in these markets. One important area in which the group was able to increase its efficiency very quickly through consolidation, was the consistent supply of retailers with product content from the different divisions. This was made possible by BAYARD's specialists.

## THE PROJECT

After Danone had integrated its business units in the DACH region, the group aimed to leverage synergies and reduce complexity as quickly as possible. Thus, the task of supplying the retailers with its product content in high quality via the Global Data Synchronisation Network (GDSN) was centralised in one place.



The selection of a service provider that could handle the task consistently in all three countries was made quickly. Danone's Dairy business unit had already switched to BAYARD in June 2021. Since then, the experts from Cologne have been capturing the product content of the dairy division known for brands such as Actimel, Activia, Dany and FruchtZwerge in **BAYARD's BYRD platform** and making it available to retailers in a quality-checked manner via **the certified GDSN master data pool b-synced**, which is integrated into the platform.

»With BAYARD, we not only got the service at a lower price, we have since also benefited from the high-quality expert advice that we did not have before,« reports Saki El-Gogo, Head of Master Data Management, Danone DACH. The decision to transfer the DACH region's other business units to BAYARD was therefore not a difficult one for Danone. Especially since, according to Saki El-Gogo, the BAYARD team has a better understanding of how the attributes for the GDSN need to be maintained compared to other service providers.



According to Saki El-Gogo, another important reason for choosing BAYARD as service provider for all divisions was the high level of competence of the Cologne-based specialists in connecting the various in-house systems and thus automating the master data supply. Even though Danone has not yet launched a project for system integration in terms of product content, it was very relevant to have the right service provider on board for such possible steps.

The goal of the project was to migrate the other business units for the DACH region to BAYARD as service provider for the GDSN data. This was achieved in a very short time. The Cologne-based specialists now uniformly record the product content for all divisions in the BYRD platform and make it available to retailers in a quality-checked format via their own master data pool, b-synced.

The BAYARD team smoothly mastered the move from the previously used GDSN data pools to b-synced. In the process, they also helped to clean up the master data. »A change like this is a great opportunity to really clean up,« says Saki El-Gogo.



## SMOOTHLY MASTERED

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To capture the data, BAYARD's team receives all packaging artwork from the three Danone business divisions as pdf documents, together with Excel sheets with product specifications and logistical information such as sizes and weights. The data is entered into the BYRD platform by

BAYARD employees according to the country-specific GDSN rules. In the process, the quality of the data is ensured by the implemented check mechanisms before it is sent to the trading companies via GDSN using b-synced.

## RESULTS

With BAYARD, the project was implemented at record speed: In less than three months, Danone succeeded in standardising the supply of all product content across its business units to retailers in Germany, Austria and Switzerland

via the GDSN. A total of around 5,000 SKUs that Danone sells across the German-speaking countries are now maintained by BAYARD for the GDSN and distributed to retailers.



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

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

Danone is already using the consistent and quality-checked data entry of all product content by BAYARD's specialists not only to supply retailers out of BYRD, but also for internal analysis: For example, employees who need an overview of the allergens in the products of all divisions could easily obtain this by accessing the BAYARD platform.

Overall, Danone has succeeded in reducing the complexity of the processes and lowering the costs, while also improving the quality of the data. »We are delighted with the uncomplicated, smooth and always solution-oriented cooperation with BAYARD,« says Saki El-Gogo, praising the Cologne-based specialists.

## OUTLOOK

With BAYARD, Danone is currently tackling an important next step in the DACH region: preparing critical product information for use on retailers' online shops and across digital consumer platforms. This will also be provided with the help of BAYARD via the GDSN.



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