



RADEBERGER GRUPPE

DEUTSCHE BIERKULTUR



VISIONARY STRATEGIES MADE SIMPLE

Radeberger Group partners with Bayard Consulting Group to develop future-proof product content solutions for its beverage wholesalers



PIM . MDM . GDSN . Our experience – your benefit.



THE CUSTOMER



Radeberger Group's specialist beverage wholesale operation

Radeberger Group has brought together its specialist beverage wholesale (GFGH) companies under the umbrella brand DrinkPort. The new brand, created in July 2021, clearly and transparently communicates its common identity to the market. The GFGH companies Getränke Preuss Mönchhagen, WIGEM and Getränke Weidlich are among those now represented within DrinkPort.

Radeberger Group

Radeberger Group is Germany's largest privately owned group of breweries and part of family-owned company Dr. August Oetker KG in Bielefeld. With its beverage portfolio of international, national and regional beers and non-alcoholic beverages, its involvement in specialist beverage wholesale, drop shipment logistics and beverage retailing, Radeberger leads the Oetker Group's beverage business.



BACKGROUND SITUATION AND CHALLENGE

Before the project, the creation of product master data for the beverage wholesale companies was time-consuming: If one of the companies wanted to relist a product, the master data had to be entered manually into the group's SAP merchandise management system.

The process was not only laborious and prone to transmission errors, it was simply not sustainable. This was caused by the fact that the attributes required for digital customer communication and online trading, such as data for the EU regulation of food information to consumers (EU 1169/2011) containing ingredients and allergens, were not recorded. Automated data quality management was missing as well.

THE PROJECT

With the help of the consultants from Bayard Consulting and the beverage trade portal EuvinoPRO, the DrinkPort group has now managed to make master data entry and maintenance much simpler and succeeded in collecting data electronically in a standardised way from various sources as well as directly from the manufacturers.

This simplification can also be perceived in the quality of the data, as potential errors due to manual processing are eliminated. Finally, automated data quality management could be achieved with the project.



b-synced



Radeberger Group relies on b-synced

Radeberger Group had already taken an important step that was significant to the new project in October 2020: the group began publishing its own product data to the retailers via the GDSN master data pool b-synced. The transition to b-synced ran smoothly. Radeberger Group was very satisfied with the data pool support provided by Bayard Consulting Group's experts.

In the current project, b-synced enables the Radeberger subsidiary DrinkPort to find product master data in a targeted manner within the Global Data Synchronisation Network (GDSN) and to process it in a more structured way.

In addition to the GDSN master data pool b-synced, Radeberger Group also uses the content aggregation platform b-integrated from Bayard Consulting Group. If an affiliated beverage wholesaler now wants to relist a product, Radeberger Group's data manager in Frankfurt am Main automatically transfers the item from the Global Data Synchronisation Network (GDSN) to the DrinkPort network's SAP system.

It is very simple. If the products are in the GDSN. But it's precisely this ,if' that is tricky: »A large number of products in the beverage industry for the target market Germany are not listed in the GDSN at all,« explains Alexander Gerhard: »A regional winemaker, brewer, mineral water bottler or fruit juice producer is not necessarily connected to the GDSN.«



b-integrated

Mapping and conversion with b-integrated

With the content aggregation platform b-integrated, Bayard Consulting Group operates a cloud-based service that takes over the mapping and conversion of data formats from different content providers into the desired data formats of the connected target systems and unifies the most diverse data transport mechanisms of the data providers in a REST web service interface.

With the help of Bayard Consulting and the beverage portal EuvinoPRO, Radeberger Group also developed an effective solution for this instance, enabling it to bring product information into DrinkPort's SAP system without any manual effort. If a product is not available in the GDSN, the manufacturer is automatically contacted by EuvinoPRO's onboarding service and requested to enter the data into the EuvinoPRO portal in full, including the attributes required by the EU regulation of food information to consumers.

The experts of Bayard Consulting Group managed to seamlessly combine product searches in various data sources, the EuvinoPRO onboarding service and the integration into the SAP system with their solution b-integrated.

With an additionally developed web interface as frontend, DrinkPort can now also search for products directly in b-integrated.



Data models successfully combined

In terms of the technology, Bayard Consulting Group's experts successfully combined GDSN XML data from b-synced and Euvino PRO JSON data with b-integrated, automatically making these available to the customer's SAP system via a generic format of the interface.



VISIONARY THINKING

»I like the visionary thinking of Bayard Consulting's experts. Their products allow for easy deployment.«

(Alexander Gerhard • Head of Department Data Management • Radeberger Gruppe)



Alexander Gerhard is delighted with the work of the Bayard Consulting Group. »I like the visionary thinking of Bayard Consulting's team. You can exchange ideas and develop solutions at a high level with the experts. Their products allow for easy deployment.«

The data quality management that has recently been implemented is an important element of Radeberger Groups' digitalisation strategy, emphasises Alexander Gerhard, on its way to becoming a data-driven company.





SEAMLESS PRODUCT DATA

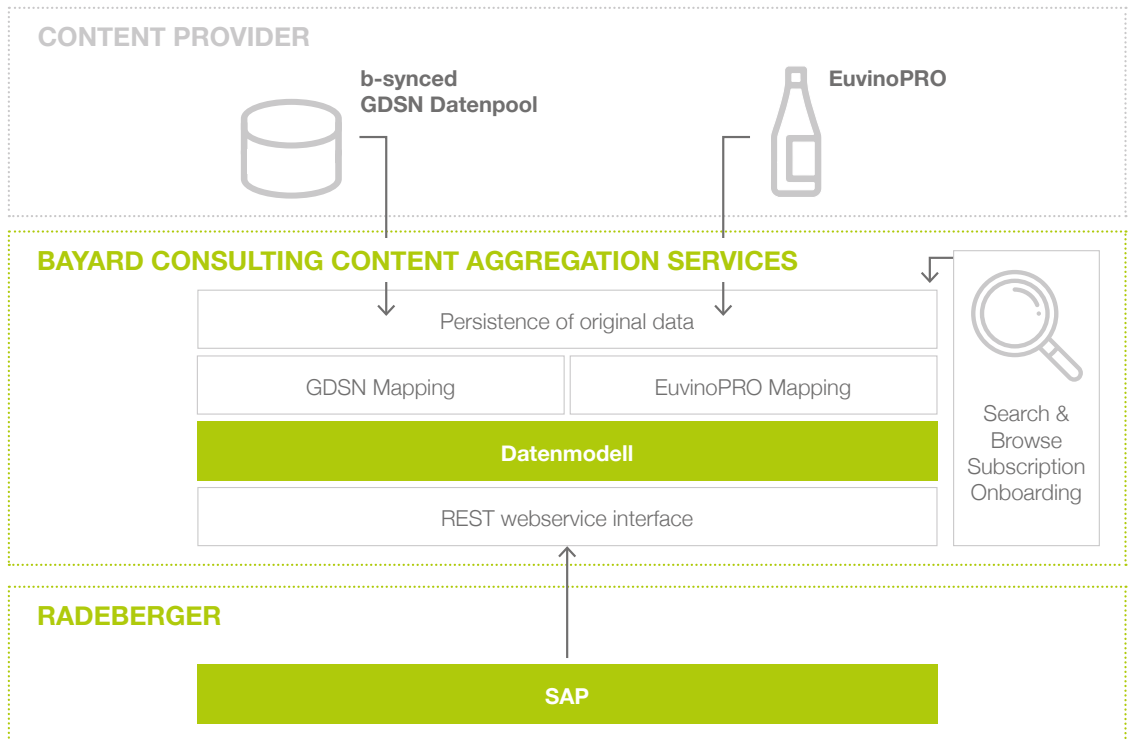
Research, request, integration

1. The associated beverage wholesale company submits new product master data for products to be relisted to Radeberger Group's data management.
2. The data management team searches for the products in the GDSN and in EuvinoPRO using the content aggregation platform b-integrated and, if found, subscribes to it.
3. For products that are not available there, b-integrated triggers a query to the manufacturer via the onboarding solution.
4. The data maintained by the manufacturer in EuvinoPRO on request flows directly with the help of b-integrated into DrinkPort network's SAP merchandise management system.



System architecture

Bayard Consulting Content Aggregation Services:
GDSN and EuvinoPRO connection to Radeberger's SAP system



OUTLOOK

Radeberger Group can easily envisage taking also the next important steps with the support of Bayard Consulting Group. As one of the next important projects, enhanced content such as product images and editorial marketing texts for online shops and digital customer communication for retailers is to be made available centrally and free of media interruption.

