



FAST TO SUCCESS

Connection of Informatica PIM to GDSN data pool b-synched
for Vitakraft – the success story.



THE CUSTOMER



Opened in 1837 by Heinrich Wührmann as a small animal feed store near Bremen, Vitakraft pet care GmbH & Co. KG, based in Bremen, is now one of the world's largest brand companies for feed and consumer goods in the pet industry.

Operating under the Vitakraft brand, the company offers around 2,000 products for dogs, cats, birds, rodents, as well as fish and reptiles. Besides Germany, the company is represented in 20 other countries in Europe, Asia and America.



INITIAL SITUATION AND CHALLENGE

Vitakraft uses Informatica P360 as a PIM system for the administration of product information. Vitakraft uses Informatica's GDSN Accelerator to provide retailers connected to the GDSN with product information. The GDSN Accelerator is an additional module based on further Informatica standard software products PowerCenter and B2B Data Exchange.

It generates and processes the required GDSN XML messages and implements the message choreography needed for communication with the GDSN data pool: For example, the CIN* for sending product information or CIP** for publishing the product information to data recipients. In addition, the recipient processes the returned GDSN messages:

The CIC*** which contains the feedback of the data recipients. The system that was set up for Vitakraft is technically sophisticated and only a few specialists have built up expertise to deal with topics such as GDSN and the PIM system from Informatica under one roof.

Vitakraft was faced with the challenge at the end of October 2019 to connect the new target market Italy via GDSN in a very short time – by the end of 2019.

INITIAL SITUATION

- > PIM project with GDSN connection
- > Informatica PIM in use



CHALLENGES

- > Ambitious project schedule
- > Expertise & technical PIM and GDSN know-how required



THE PROJECT

Bayard Consulting offers the expertise and components required for this project from a single source:

- Expertise and technical PIM and GDSN know-how and experience from a variety of projects in this environment,
- Informatica P360 product know-how in conception and technical implementation,
- and with b-synced a cost-effective, certified GDSN data pool.

The ambitious project goal was thus achieved by the end of December 2019.

The registration and utilization of the GDSN data pool b-synced could be carried out with almost no significant time delay. Due to the existing know-how on GDSN and Informatica P360, the required parallel GDSN data delivery for the target market Italy could be established from the Vitakraft PIM system to b-synced with little effort via the GDSN Accelerator:

A separation of the transformed GDSN message streams to the different target markets, as well as adjustments due to specific requirements of

the target market Italy for the message export format templates formed the core of the technical work.

It was therefore very quickly possible to send initial data to the GS1 Italy Quality Check Service for the target market Italy and to analyse and correct error feedback in close cooperation with Vitakraft, both functionally and technically.



IMPLEMENTATION

- > Connection of the GDSN data pool b-synced to Informatica PIM
- > Analysis of the GDSN requirements and technical implementation in the Informatica PIM system

RESULTS AND EXPERIENCE

Vitakraft was able to keep to its tight schedule and provide product information for the target market Italy by the end of December. In the first weeks of 2020, the quantity of products was successively increased.

The connection of an Informatica P360 PIM system to the GDSN data pool b-synced is easily possible.

Adjustments can be implemented individually by a project team. Nevertheless, functional and technical GDSN and PIM expertise, as well as the close cooperation with a know-how carrier at the customer's site, and the focus on the problem definition and solution orientation are critical success factors for such a project.

OUTLOOK

Two to-do's are on the agenda this year: Vitakraft wants to review its master data management and implement the optimisations resulting from this review.

In the second half of the year, the complete changeover to b-synced for all target markets supplied via the GDSN is to be completed in order to simplify the product information streams of the IT landscape and to achieve additional cost reductions by changing the data pool.



PROJECT HIGHLIGHTS

- > Connection Informatica P360 with GDSN accelerator to GDSN data pool b-synced for the target market Italy.
- > Project success through professional and technical expertise on Informatica PIM, DSN standard and data pool from one source.
- > Extremely short project duration within three months for the launch of the new GDSN target market Italy.



FAST TO SUCCESS

»The short ways and prompt communication with the professionally and technically experienced consultants at Bayard Consulting brought the project to success in a short time!« (Heiko Cichala • IT Application Consultant • Vitakraft pet care GmbH & Co. KG)



WITH SMALLEST MODIFICATIONS

»The challenge was to connect the existing Informatica system to the new data pool with the minimum of modifications and to implement the requirements of the new target market without touching the existing data supplies.«

(Lutz Reiche • Ass. Partner • Bayard Consulting)

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