



DON'T FEAR

CHANGING GDSN DATA POOLS!

Customer satisfaction is our number one priority. That's why we support you in ensuring that your data pool transition is smooth and without any loss of data. With **BYRD b-synced**, this process is fast and secure – with no hidden costs and first-class service.

YOUR BENEFITS WITH B-SYNCED:



EASY TRANSITION

- Fast, secure transfer of product information and media assets from your current data pool provider without re-entry
- Alternatively, »Initial Load« from your backend via M2M interfaces
- Assistance with any necessary depublishing and republication
- Opportunity to consolidate your data: Simply mark old products in an Excel sheet and we will sort them out



BEST USABILITY

- Keep an eye on data quality with interactive & customisable dashboards
- Data maintenance through a user-friendly interface, Excel, or API
- Integrated Digital Asset Management
- Excellent usability and performance



GLOBAL PRESENCE & SPECIALISED IN EUROPE

- International network with support in many European countries
- Expertise in markets, retailer requirements and quality standards, including image standards across Europe (DQX, etc.)
- Access to the Markant network & all GDSN retailers, including retailers who are with different data pool providers, such as EDEKA or REWE
- Compliant with all European GS1 quality standards including product information and image standards



NEXT LEVEL

- Easy expansion of the solution to an individual »PIM as a Service«
- Integration into your existing IT landscape
- Integrated task management for mapping individual workflows and processes
- Extension of the data model with your individual attributes, e.g., retailer-specific price information or the definition of your own data quality rules
- Create retailer-specific Excel sheets with your unique data
- Custom integration with marketplaces (e.g. Amazon)



BEST SERVICE – CUSTOMER SATISFACTION AS NUMBER ONE PRIORITY

- Expert support and technical assistance during your business hours
- Practical training and workshops
- Long-term GDSN expertise and industry specific know-how
- Individual consulting upon request, including planning and implementation of your PIM



TRANSPARENT PRICING

- Annual licence agreements, with no hidden costs
- Customised offers, based on the volume required
- PIM pricing depending on the number of users

Now it happens quickly – Your data pool transition to **BYRD b-synced** in 10 steps

WHAT NEEDS TO BE DONE?	WHO?	CHECK
You decide to switch to b-synced and cancel your old contract with your previous data pool provider	Data provider	
Agree on a switch date	Data supplier + previous data pool provider + b-synced	
Data backup of the current items	Data supplier + b-synced	
Deletion of your previous publications if necessary	Data supplier or previous data pool provider	
Request deletion from GS1 GDSN Support	GS1 GDSN support	
Deletion of all articles from the previous data pool and the Global Registry	Previous data pool provider and GS1 GDSN Support	
New registration after confirmed deletion	b-synced	
Cleansing of items that are no longer required	b-synced in coordination with data provider	
Re-registration of all relevant articles and registration with the Global Registry	Data provider in coordination with b-synced	
Republication of all articles	Data provider	



YOU'VE MADE IT!

