BAYARD

European Data Syndication Services
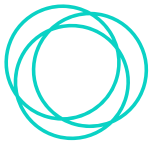
BYRD MAKES THE GDSN EASY FOR DENNER

BAYARD's Content Management Services facilitate supplier collaboration for the Swiss discounter – Full integration of GDSN and Trustbox into the retailer's Syndigo (Riversand) system

Bring your Product Content to Life.

THE CUSTOMER

DENNER

Denner is Switzerland's leading discounter and a local grocer with 850 locations close to its customers throughout the country. At the end of 2021, the company, which belongs to Migros Group, employed 6078 people, and grew its net sales by 1.3 % to 3.8 billion Swiss Francs with the addition of 12 new stores. Since the end of 2009, Denner is under full ownership of the Federation of Migros Cooperatives (MGB).

BACKGROUND SITUATION AND CHALLENGE

With its mega-digitalisation project »Summit«, Denner is currently making itself fit for the future: the discounter, which belongs to Swiss Migros Group, is modernising the majority of its processes and IT systems in a core optimisation programme that will last several years. Alongside the introduction of a new merchandise management system based on SAP S/4HANA, upgrades to its existing warehouse management system and the introduction of a new business intelligence platform, the implementation of a consistent master data system is one of the most important components at the heart of the company's operational optimisation.

The decision in favour of the Riversand system, which is now part of Syndigo, was taken back in 2019. Denner is very satisfied with the system as it is highly user friendly and also one of the few MDM solutions that are truly native in the cloud. »We strive for a cloud-first strategy for all systems – wherever it makes sense,« explains Daniel Kirschbaum, Programme Area Manager Summit MDM at Denner. The discounter has already succeeded, among other things, in bringing the entire collaborative product management with its private label suppliers into Syndigo.

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EVERYTHING FROM ONE SINGLE SOURCE

»With BAYARD, we got everything from one single source: The process know-how, the integration software and the GDSN data pool.«

Daniel Kirschbaum | Programme Area Manager MDM | Denner

In mid-2021, Denner launched an initiative to further optimise product content quality. The focus is now on the integration of the branded goods manufacturers. For these suppliers, and also for some private label manufacturers, Denner wants in future to use industry-wide product content networks such as the Global Data Synchronisation Network (GDSN). However, a GDSN connection alone was not sufficient for Denner, since the data pool Trustbox of GS1 Switzerland, which is not integrated into the GDSN, is also relevant for the Swiss consumer goods industry.

Choosing the right partner for the optimum integration of its industry data pools was not difficult for Denner: with their immense experience not only with the GDSN and the Swiss Trustbox, but also with Syndigo, the decision to involve BAYARD in the project was quickly made.
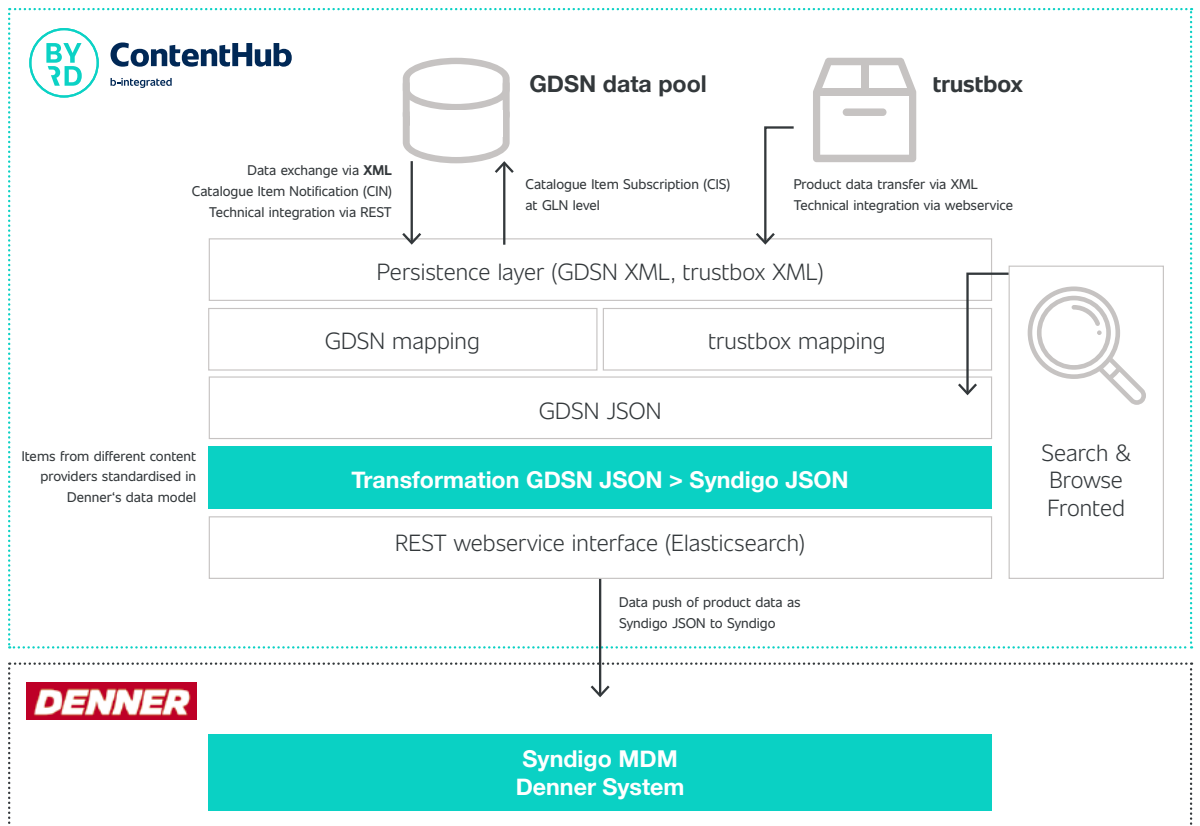
THE PROJECT

Denner selected BAYARD's Product Content Life Cycle Management platform BYRD to seamlessly integrate its Syndigo (formerly: Riversand) MDM system with industry-wide data networks such as the GDSN and Swiss Trustbox. Denner also uses the GS1-certified GDSN data pool b-synced, a module of the BYRD platform.

For this project BAYARD's consultants succeeded in integrating the industry's data pools with Denner's Syndigo system in a way that allows product content from the suppliers to flow automatically into the retailer's MDM – in exactly the format Denner wanted.

The use of the BYRD platform made system integration easy: with the help of b-integrated, a module of BYRD, data from the GDSN and Trustbox are not only mapped automatically with the Syndigo format, but also pushed proactively to Denner's MDM system. This means that new data records do not need to be requested manually but are instead instantly available in the Syndigo system.

The Denner team was previously largely unaware of the fact that starting to work with the GDSN also places demands on the organisation. For example, the unique identification of suppliers is not trivial, as many use more than one Global Location Number (GLN). But thanks to the considerable experience of BAYARD's experts, the retailer was able to overcome these challenges with no major problems.

BY RD ContentHub
b-integrated

GDSN data pool

trustbox

Data exchange via **XML**
Catalogue Item Notification (CIN)
Technical integration via REST

Catalogue Item Subscription (CIS)
at GLN level

Product data transfer via XML
Technical integration via webservice

Persistence layer (GDSN XML, trustbox XML)

| GDSN mapping | trustbox mapping |

GDSN JSON

Items from different content providers standardised in Denner's data model

Transformation GDSN JSON > Syndigo JSON

REST webservice interface (Elasticsearch)

Search & Browse Fronted

Data push of product data as Syndigo JSON to Syndigo

DENNER

Syndigo MDM Denner System

RESULTS

With the help of BAYARD's services, Denner is now ready to work with the GDSN and Trustbox. This will make collaboration much easier for suppliers that are connected to at least one of the two networks. At Denner itself, the entry of items and the updating of product data will be much faster and more efficient in future. This is because up to now, the product data of branded goods manufacturers still had to be entered manually from a product data sheet into the old merchandise management system.

OUTLOOK

Denner is currently still working on its plans for how the technically successfully completed integration project can be rolled out to as many suppliers as possible. In the initial phase, the retailer will test the solution with a few A-brand manufacturers that already deliver high data quality. BAYARD has presented its onboarding services to Denner, with which new suppliers can be added efficiently and at high quality. A decision on the use of these services is still open at Denner.

READY TO WORK

»The experts from BAYARD did a superb job. No questions were left unanswered.«

Daniel Kirschbaum
Programme Area Manager MDM | Denner

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