



DOUGLAS
GROUP



QUICKER TO THE SHELF AND THE ONLINE SHOP

With BAYARD, the DOUGLAS Group has taken the sourcing of its product content to a new level.

BYRD – The Product Content Lifecycle Management Technology



DOUGLAS

EXECUTIVE SUMMARY

Using **BAYARD's BYRD technology**, the **DOUGLAS Group** has optimised its **master data procurement** consistently across its bricks and mortar and e-commerce businesses. The solution enables Europe's leading omnichannel premium beauty provider to carry out **automated quality checks** of product content from its suppliers.

BYRD has been fully integrated with SAP Retail and SAP Hybris and supports the creation of customised Excel item sheets. To connect to the **Global Data Synchronisation Network (GDSN)**, the DOUGLAS Group now relies on the **b-synced GDSN data pool** integrated in **BYRD**. The omnichannel provider for premium beauty also uses **BAYARD's AI solution** for **automated product classification**.

THE CUSTOMER

The **DOUGLAS Group**, with its commercial brands DOUGLAS, NOCIBÉ, Parfumdreams and Niche Beauty, is the number one omnichannel premium beauty destination in Europe. The DOUGLAS Group is inspiring customers to live their own kind of beauty by offering a unique assortment online and in around 1,850 stores. With unparalleled size and access to customers, the DOUGLAS Group is the partner of choice for brands and offers a premium range of selective and exclusive brands as well as own corporate brands. The assortment includes fragrances, color cosmetics, skin care, hair care, accessories as well as beauty services.

Strengthening its successful omnichannel positioning while consistently developing superior customer experience is at the heart of the **DOUGLAS Group strategy »Let it Bloom – DOUGLAS 2026«**. The winning business model is underpinned by the Group's omnichannel proposition, leading brands, and data capabilities. In the financial year 2022/23, the DOUGLAS Group generated sales (net) of 4.1 billion euro and employed around 18,000 people across Europe.

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INITIAL SITUATION AND CHALLENGE

In order to secure and expand its leading market position amidst fierce online competition, the **DOUGLAS Group** has significantly expanded both its product range and product content across its sales channels. In 2023, the number of SKUs in Germany was already around 193,000. Since 2018 there has been a 40 per cent increase in both the number of products and also the number of product attributes requested from suppliers in order to provide customers with the best possible product information online and in stores.

With a continuous increase in new listings, the sourcing and quality control of product content was becoming increasingly challenging for the teams before the introduction of **BYRD**. The completeness and accuracy of the data transmitted via Excel had to be iteratively checked with the suppliers by email or telephone. If the employees involved could not

be reached, listings were sometimes significantly delayed. Additional requirements such as checking and documenting safety information and the corresponding data sheets increased the workload for product content management even further.

Goal of the project with BAYARD was to use a standardised platform to map data procurement and optimisation for the listing process in the SAP Retail system and content procurement for the e-commerce area. The data quality should be checked automatically as far as possible to ensure that DOUGLAS receives the most complete content available. Suppliers should be able to make corrections themselves directly in BAYARD's b-managed tool. From the outset, the aim was to introduce a system and processes that could be integrated into the different international SAP systems of the DOUGLAS Group's store and online businesses.



THE PROJECT

With **BAYARD's** solution **BYRD**, the **DOUGLAS Group** has succeeded in creating a standardised platform for collaborative **product content management** with business partners. With this technology, they now have different ways of providing data both for the listing process and for additional **e-commerce content**. BAYARD's solution automatically validates the data sets, prevents the release of incomplete or obviously incorrect product content and allows users to make corrections directly in a user-friendly portal. In the process, BYRD provides transparency on data quality and open tasks at all times.



By introducing BYRD, the DOUGLAS Group was able to speed up the **listing process** and get items onto the shelves of the DOUGLAS and Parfumdreams stores and online shops more quickly. By March 2024, over 2,100 suppliers in five countries with more than 150,000 products had already been integrated via BYRD.

Suppliers now provide product data for listings and e-commerce in a standardised way in one place, either via Excel upload, data entry in the portal or, from 2024, also via the Global Data

Synchronisation Network (GDSN). They can also continue using the Excel sheets for the listing, online shop and safety information that was already in place before the introduction of BYRD.

BYRD automatically checks the product content provided for completeness and plausibility using complex validation rules and only releases the data to the DOUGLAS Group once it has been completed and corrected by the supplier in BYRD's user-friendly b-managed portal. DOUGLAS Group only loads the data into the various SAP applications for the bricks and mortar and e-commerce businesses once it is complete and accurate.

During this **product content acquisition process**, BYRD ensures the greatest possible **transparency** of all processes for both the suppliers and the DOUGLAS Group. Processing is no longer tied to specific individuals but can be continued by authorised colleagues if the responsible Master Data Manager is absent. The DOUGLAS Group uses BYRD's **workflow engine** to control its **product content procurement processes** right through to the suppliers, can request the data with different priorities and have it optimised by the manufacturers.





BIDIRECTIONAL CONNECTION OF THE SAP SYSTEMS

Another achievement of this project was to establish a **bidirectional connection between the SAP systems and BYRD**. Thus, for example, item numbers, which are only assigned by the SAP Retail system during listing, as well as stock information and details on relisting are also shared via BYRD from the store retail systems to the e-commerce operations.



AUTOMATED PROCESSES & TRANSPARENCY

»With BYRD, we were able to automate processes and create additional transparency,« explains Eva Hoppe, Project & Process Manager Global Data Quality E-Com at the DOUGLAS Group. »Moreover, the automated validation of the data significantly accelerated the product content procurement process.«

Eva Hoppe | Project & Process Managerin Global Data Quality E-Com | Douglas Group

OBSTACLES MASTERED

With BAYARD, the DOUGLAS Group has successfully managed...

- ...to create a consistent solution for **product content acquisition** from its suppliers across all distribution channels.
- ...to enable different forms of **data delivery** to suppliers.
- ...to automate complex validations so that **data quality is assured**.
- ...to support a volatile data model and deviating formats in the international business operations.
- ...connect the different SAP systems for listing and e-commerce bidirectionally.
- ...to create a **workflow** and **user administration engine** that ensures pending tasks can be processed according to their urgency by all authorised team individuals.
- ...to largely automate **DOUGLAS' own product classification** with the help of AI.
- ...to create a high level of **transparency** for both sides regarding **data quality** and product status.
- ...to optimise the connection of suppliers via the **Global Data Synchronisation Network (GDSN)**.





DIRECTLY FEEDBACK ON DATA QUALITY

The use of BYRD is also simplifying the work of DOUGLAS Group's suppliers.

Anh Thu Nguyen, Senior Project Manager & Market Data Specialist for the SAP Retail Listing at DOUGLAS, reports that many manufacturers are pleased to receive feedback on their data quality directly in BYRD. The elimination of the labour-intensive and error-prone email exchange of master files for corrections helps to significantly streamline processes on both sides. »Before

the introduction of BYRD, correction runs were not done with one email – it often took a lot of back and forth until the data was correct.«, explains Anh Thu Nguyen.

Since 2024, the DOUGLAS Group has also been using the b-synched GDSN data pool integrated into BYRD. This means that suppliers can now also submit their data automatically via the Global Data Synchronisation Network (GDSN).

»An important advantage of BYRD is that the data acquisition process is no longer tied to individual people. For example, if a team member is on holiday, a colleague with the appropriate role authorisation can seamlessly continue working on the process.«

Eva Hoppe | Project & Process Managerin Global Data Quality E-Com | Douglas Group

FIRST-CLASS CLASSIFICATION WITH AI

In order to automate its internal **product classification** – which deviates from the GS1 standard GPC – for product data received via GDSN, the **DOUGLAS Group** relies on **the b-classified AI solution** from **BAYARD**. This was trained during the project using the omnichannel provider's existing premium beauty product data and can now automatically classify new items within DOUGLAS in the vast majority of cases. The solution also recognises how accurate it is in each individual case and passes on any dubious instances to the DOUGLAS Group's Master Data Managers for manual classification.





OUTLOOK

Having successfully implemented BYRD with its suppliers in five countries for SAP Retail listings and in seven countries for e-commerce, the DOUGLAS Group is now aiming for a Europe-wide and Group-wide roll-out.



DO IT LIKE DOUGLAS –
Take advantage of our
BYRD technology for PCLM

REQUEST A PRODUCT DEMO NOW

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