



WELLNESS TREATMENT FOR COSNOVA'S PRODUCT CONTENT MANAGEMENT

Cosmetics specialist cosnova Beauty has optimised the individual product content supply for its retail partners with BAYARD.

BYRD – The Product Content Lifecycle Management Technology



EXECUTIVE SUMMARY

Cosmetics specialist **cosnova Beauty** has optimised the individual product content supply for its retail partners with **BAYARD**. Initially, master data from the internal SAP and Stibo STEP systems was merged in BAYARD'S solution **BYRD**. From here, data is validated before being released for further distribution. Excel item sheets can now be generated automatically and in high quality from BYRD. In addition, the data is distributed to retail partners via GDSN.

THE CUSTOMER

cosnova Beauty has been an owner-managed company based in Sulzbach (Taunus) since it was founded in 2001. Based on the mission »Make everyone feel more beautiful«, cosnova develops high-quality cosmetic products at the lowest possible price. The brands **essence** and **CATRICE** are now sold in over 80 countries in Europe, North and South America, the Middle East, Asia, Oceania and Africa. The company employs almost 870 people worldwide.

As a global player at the forefront of the cosmetics industry, cosnova is aware of its responsibility: an ambitious sustainability strategy focusing on the well-being of people, sustainable product manufacturing and environmental protection is a fundamental part of the company's philosophy.



INITIAL SITUATION AND CHALLENGE

A special feature of the internationally active family business is the rapid and constant change in its product portfolio. Within a year, cosnova Beauty refreshes around 50 per cent of its range of 3,000 active SKUs with the same number of new products. However, in order to keep up with the latest beauty trends, the cosmetics specialist has had to make a considerable effort in the past to be able to transmit product content of the current range to its retail and distribution partners. cosnova must always provide its customers and

business partners with up-to-date, complete and error-free data – not only in the German market, but also in all country subsidiaries and sales territories in which cosnova operates. In addition, the amount of data required by business partners has increased significantly due to new e-commerce channels, new product information requirements from increasingly demanding shoppers and, last but not least, additional regulatory requirements from government bodies.



THE PROJECT

Project managers at cosnova decided to bring in specialists from **BAYARD** to **optimise** the processing of its **product content**. The cosmetics company wanted to transmit its product data completely and in high quality via customised item sheets. In addition, data must be transferred via the Global Data Synchronisation Network (GDSN). The manual effort required for this should be reduced to a minimum.

BAYARD's specialists initially implemented automated interfaces between cosnova's active source systems SAP-ERP and Stibo STEP on the one hand and BAYARD's own **BYRD technology** on the other. In order to ensure smooth data exchange via these interfaces at all times, data fields were accurately mapped to allow all attributes to be transferred.

If new items need to be created or if the weight, composition, packaging or price of a product changes, cosnova's product experts maintain the current content directly in STEP or, in some cases, in SAP. Product content – such as logistical master data, ingredients, possible allergens or free-from attributes and image data – is automatically updated in BYRD via the interfaces that have been set up. All output channels can be supplied from this data pool. For cosnova Beauty, creating highly complex product specifications from BYRD has generated the greatest added value.



HIGH-QUALITY PRODUCT CONTENT

»Many of our retail partners require product content for our products via complex, customised Excel item sheets, which took a lot of time to provide in the past and were prone to errors due to the high manual effort involved in creating them,« explains Hakan Cengiz, Director Process & Project Management at cosnova. »We want to be able to fill the Excel templates for our customers' item sheets in the highest quality, completely and automatically, and always make them available promptly.«

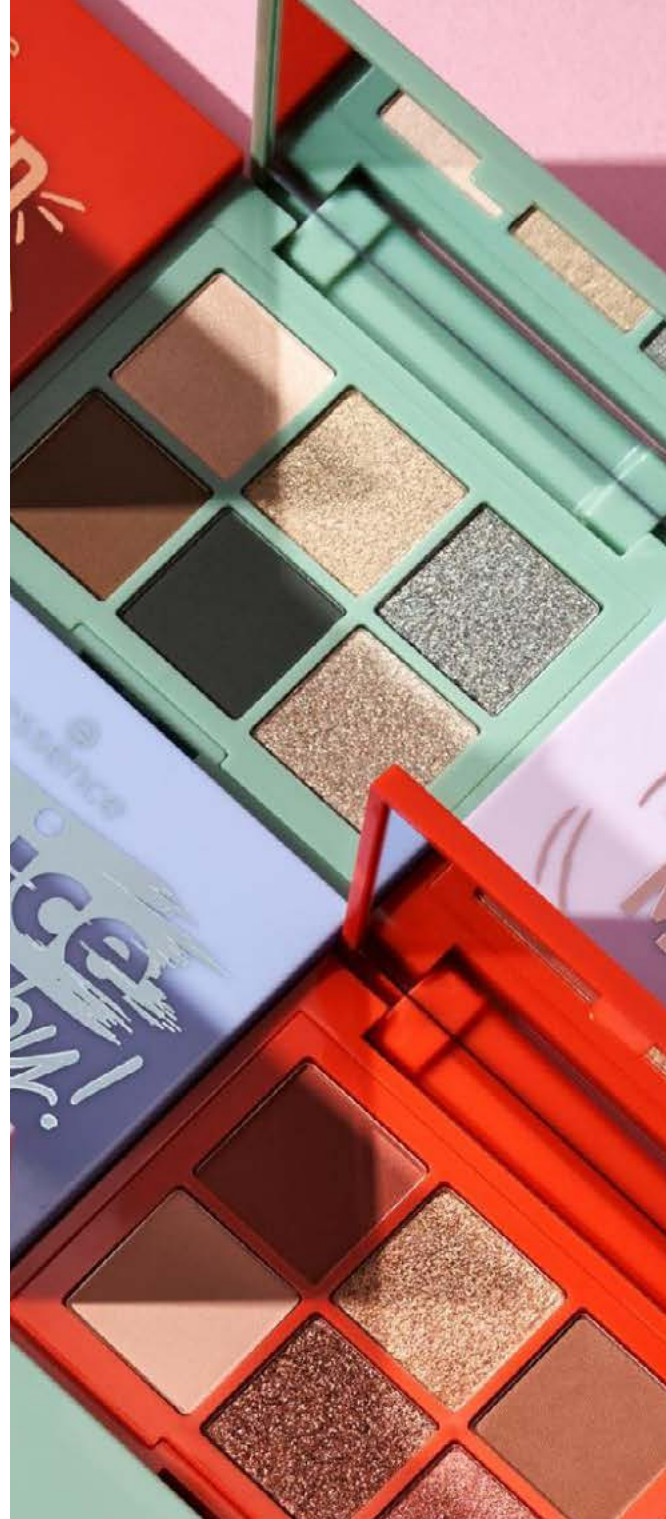
Hakan Cengiz | Director Process & Project Management | cosnova



ARTICLE PASSES ARE CENTRAL COMPONENT

Product specifications are also super important in cosnova's business relationship with retailers because not every customer is connected to GDSN. Online pure players such as Flaconi, kosmetik4less, boozishop and Amazon cannot be supplied with product content via GDSN. Special attributes for cosmetics items are also not provided in GDSN and cannot be transferred to retail companies via this channel.

In order for cosnova to be able to sell products via Amazon, the beauty specialist must provide product content for each item using highly complex Excel flat file templates. Prior to using BYRD at cosnova, data exchange with the global online market leader was extremely time-consuming and error-prone. In addition, it was not possible to provide the content in its entirety. With the help of BYRD's mapping technology, cosnova can now trigger data exchange with Amazon at the touch of a button and fulfil all the customer's requirements.



WE ARE EXTREMELY SATISFIED

»BAYARD supported us perfectly with the automated creation of item sheets,« summarised Hakan Cengiz. »We are extremely satisfied that we can now provide our retail customers with high-quality, complete product content that is customised to their individual needs. This saves us a considerable amount of work.«

Hakan Cengiz | Director Process & Project Management | cosnova





HIGH-QUALITY PRODUCT CONTENT FOR ALL SALES PARTNERS

In its core regions, cosnova supplies its retail customers directly. In all other countries in which the cosmetics company operates, a distributor business model is in place. Distribution partners are supplied with goods for a specific country and bear responsibility for distributing the product range to retail customers in their region. To do this, they need high-quality, complete product content. This is automatically provided to them in BYRD via neutral item sheets, which contain a basic set of product content.

cosnova Beauty supplies some of its major retail customers in Western Europe with standardised product content via b-synced, the GDSN data pool integrated into BYRD. These include customers of

the beauty specialist in over ten countries such as Finland, Denmark, Belgium, the Netherlands, France, Croatia, Poland, the Czech Republic and the DACH region.

Product data exchange via GDSN poses a number of challenges, as today it is no longer just a small number of core attributes that need to be transferred, but extensive content such as images from all different angles, artwork, hazardous goods information, SEO texts as well as application and warning notices in all target languages. Standardising data supply to other retail customers of the beauty company around the world via GDSN is on the roadmap for BAYARD and cosnova for 2024.



ARTICLE DATA GET FIT

»The cosmetics industry is challenging when it comes to product content management, there are a lot of special features,« explains Hakan Cengiz. »We are working together with BAYARD to get more product data ready for GDSN.«

Hakan Cengiz | Director Process & Project Management | cosnova

MAIN OBJECTIVES

- > Systematic mapping of data fields between the active source systems SAP and Stibo Systems with BYRD
- > Automated creation of complex item sheets via BYRD
- > Standardised distribution of product content via GDSN





AUTOMATED ARTICLE REGISTRATION

During the course of the project, BAYARD also supported cosnova's quality assurance department in automatically registering products in the European Union's Cosmetic Products Notification Portal (CPNP) using BYRD. Previously, every new product had to be registered manually in the portal.

»Working with colleagues from BAYARD was a lot of fun. It worked very well.«

Hakan Cengiz | Director Process & Project Management | cosnova

RESULTS

Over the past twelve months, cosnova has gained significant market share in both bricks-and-mortar and online stores in the approximately 90 countries in which the beauty company operates. One of the key success criteria for the cosmetics company is having complete, high-quality product content that is individually tailored to cosnova's customers and can be continually updated and distributed to retail partners. Since cosnova Beauty has been working with BAYARD, its product content has not only reached its customers much more quickly, but also without any loss of quantity and at a consistently higher quality.

The scope and quality of product content not only have a significant positive effect on the conversion rates in online shops, but also enable a continuous flow of goods that is not blocked at any point by missing data.



480 HOURS TIME SAVING

»As we carry out four product range updates per year, we are saving ourselves a total of 480 hours of error-prone, manual Excel filling work for the creation of 30 highly complex, customised item sheets,« says Hakan Cengiz. »Our employees can use the time they save more effectively. We now use BYRD to automatically generate item sheets updates for our retail partners in less than ten minutes at the touch of a button.«

Hakan Cengiz | Director Process & Project Management | cosnova



OUTLOOK

As part of further expansion stages with BAYARD cosnova Beauty would like to introduce an automated price sync for France, as French retailers expect the cosmetics specialist to send price information electronically via GDSN. BAYARD's own master data pool b-synced is already certified for the confidential exchange of price information via GDSN – including all discounts, scaled prices, fees and logistics terms.

cosnova would also like to expand and fine-tune the electronic data transfer to Croatia for an internal project. BAYARD's solution and consulting expertise will be utilised for this. In addition, cosnova plans to further optimise data supply to its customer Amazon. Instead of using Excel flat file templates, data in future will be sent to Amazon automatically and continually updated via an interface.

Furthermore, cosnova Beauty – as part of further expansion stages with BAYARD – wants to control data supply for US and Canadian markets centrally from its headquarters in Germany via BAYARD's own GDSN data pool.

Last but not least, the beauty specialist also wants to pioneer product content management in terms of an optimised shopper experience for the entire industry. To this end, cosnova Beauty – together with partners such as GS1 Germany and BAYARD – is planning to develop a standard that will further optimise data exchange between the cosmetics industry and its retail partners. Another aim of this project is to find out which product data from the cosmetics industry is currently not being systematically recorded and passed on to retail partners and determine how this can be improved.

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BYRD technology for **PCLM**

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