

# Solving the Data Quality Puzzle

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# Agenda

- Background
- What is this puzzle?
- How do we want to solve it?
- What will we achieve?
- How we plan to put the pieces together.

# eCommerce & Foodstuffs

- Business-to-Business (B2B) focus
- Changing paper documents to electronic format
- Via the Foodstuffs eXchange

## *Overall goal:*

Minimise the cost of doing business  
(Pass on those savings to our customers)

**FOODSTUFFS**  
(WELLINGTON) CO-OPERATIVE SOCIETY LTD

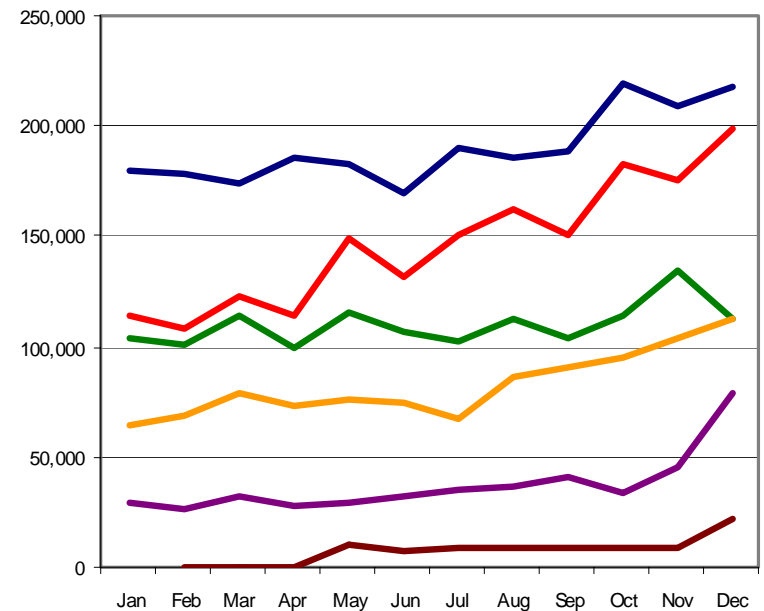
  
**FOODSTUFFS**  
AUCKLAND LIMITED

**FOODSTUFFS**  
South Island Limited  


# i eCommerce Progress

- Exchange launched in 2003
- Winner: eBusiness of the Year 2004
- Now used by 1300+ suppliers
- Send and receive 330,000 transactions per month

Total eXchange Invoice progress



# ✓ eCommerce Benefits

- Reduction in errors across all documents
- Lower cost of doing business
- Speeds up the business process
  - Transactions are received faster
  - Reduced keying of data
  - Data flows improve for greater efficiency

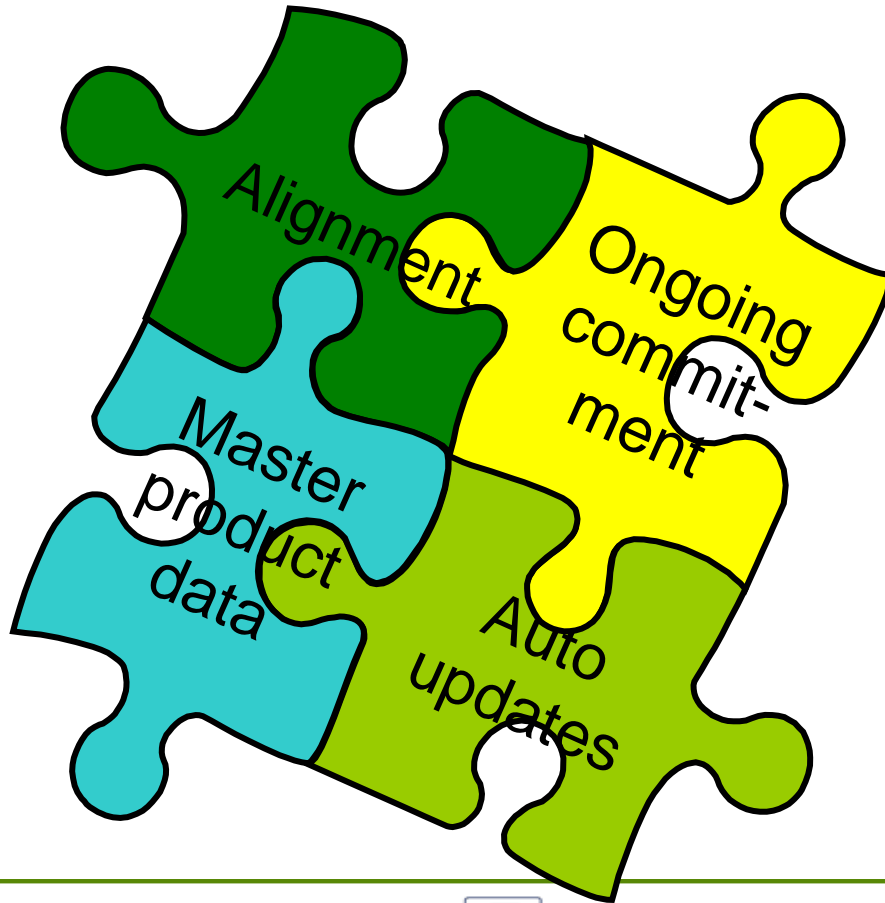
**Bad data breaks the process!**

# The Data Quality Puzzle

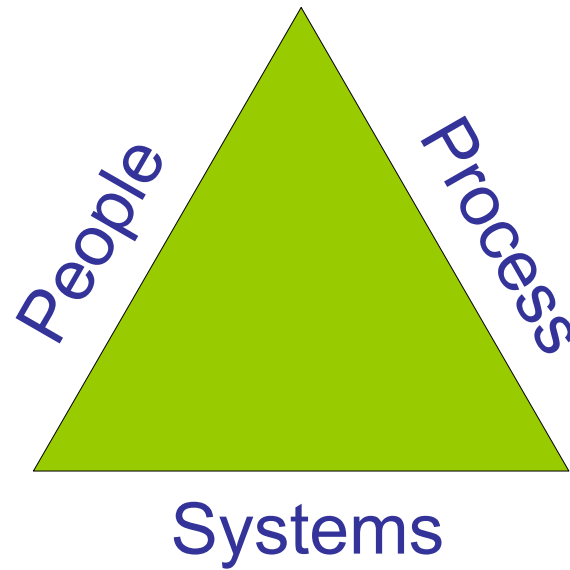
- Modern businesses run on data
- Data supports our supply chain
- Bad data leads to:
  - Incorrect orders
  - Incorrect supply
  - Incorrect pricing
- Poor business relationships
- Loss of customer confidence and trust



# Solve the Data Quality Puzzle



? So what is the answer?



# The Answer

- Commitment to “Data Quality Culture”
  - Organisational change
  - Ongoing responsibility
- Data Governance:
  - Roles and responsibility
  - Measure performance / KPIs
  - Controls – Quality Assurance

# The Answer

- The right tools:



# What will we achieve?

- Data Integrity and Synchronisation
  - Timely, accurate and automatic updating of correct product information
  - Within and between enterprises
  - A consistent match of data between the originator and all other users of the data
    - Source: ECR Australasia, 2004



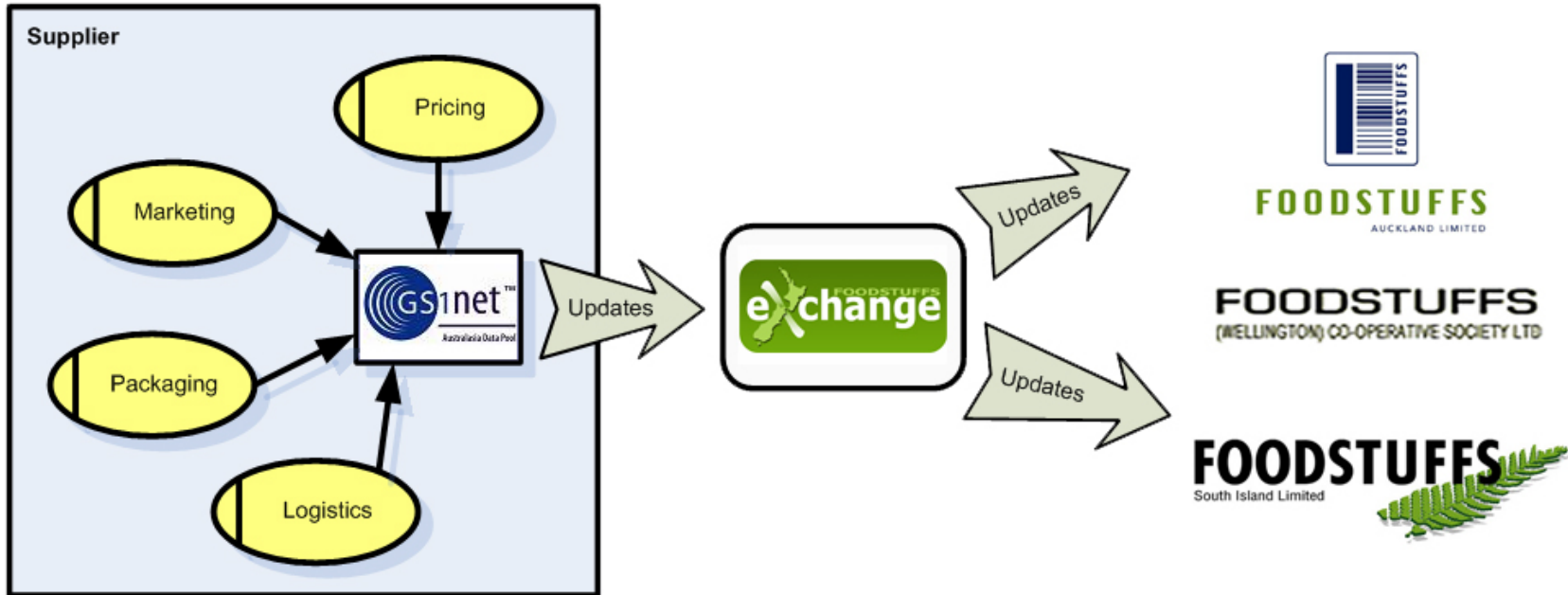
# Benefits

- Improved neutral product data quality
- Improved pricing accuracy
- Reduction in claims and credits
- Improved transparency of changes
- Reduction in scan errors
- Lower costs in the supply chain
- Happy customers



# What else?

- GS1net data via the eXchange



## What else?

- Focus on growth and opportunities
  - Not on fixing problems
  - Or resolving misunderstandings
- Transform business relationships
  - Work more productively

A yellow puzzle piece icon with a white outline, positioned to the left of the title.

# GS1net Goals

- Commitment to data quality
- 5 Year Goal:
- 80% of catalogue updated via GS1net
- Equals about 60,000 products



# Planning to Solve the Puzzle

- Current:
  - 2 suppliers GS1net Live
  - 13 suppliers GS1net Ready
  - 130 suppliers GS1net Registered
- 2009:
  - Move GS1 Ready suppliers to GS1net Live
  - Track number of products aligned
  - Benchmark and track error rates

# Our plans, 2010 - 2013

- Target suppliers
- Industry-wide call to action
- Continue to measure results
- Complete the puzzle!



# Takeaways

- Foodstuffs is committed to Data Quality & GS1net
- Data Quality is all our responsibility
- Focus on your:
  - Data Governance (Process)
  - Culture (People)
  - Systems (GS1net and master data)
- Data Quality is an ongoing process

# Questions

