



New Zealand

MITRE 10

Mitre 10 & Product Data Integrity

Roger Nickerson

Point of Sale Manager – Mitre 10 NZ

The global language of business

www.gs1.org

Agenda

- 1. What is Product Data Integrity**
- 2. Why Product Data Integrity is important to our business**
- 3. What is Data Synchronisation and how does it fit in**
- 4. Why are we partnering with GS1 NZ and what are our next steps**



What is Product Data Integrity?

- Simply the assurance the product data is consistent and correct
- This enables a product to be:
 - Manufactured or imported
 - Ordered by stores
 - Receipted into stock at our stores
 - Sold by retailers
- Safe in the knowledge that all production and sales forecasting is based on accurate data.

Why Product Data Integrity is important to our business?

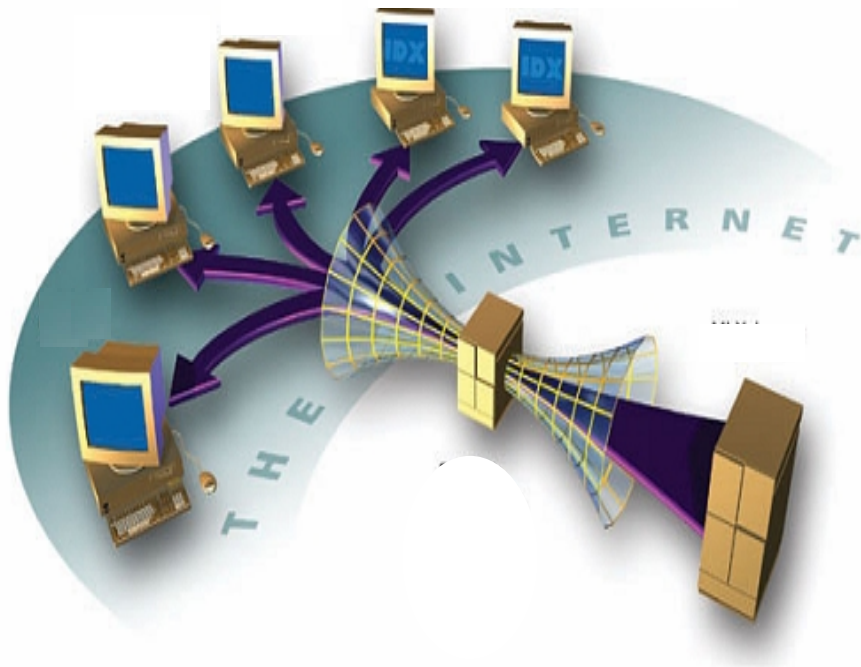
- Mitre 10 NZ Ltd has over 170 stores accessing our master stock file data either via a POS system or through the M10 Intranet.
- Our suppliers have access to their stock information via www.m10suppliernet.co.nz
- Orders from stores can be sent electronically to our Suppliers via www.m10b2b.co.nz Incorrect data stuffs this up nicely.
- If we get it wrong (and we do) the flow on effect is quite frankly mind boggling.
- How long does it take to fix? Depends on how quickly everyone reacts, but more often than not the problem never really goes away.
- Who pays? **EVERYONE**

Product Data Integrity – it effects many things

- Manufacturing
- Category management
- Inventory management
- Planogramming
- Advertising
- In store stock availability
- POS integrity
- Accounts payable
- Purchasing

Imagine a world where there are no credit requests required to correct incorrect order and supply problems

What is Data Synchronisation?



The continuous and automated exchange of standardised item master data within and between organisations

Data Synchronisation is **ONE** of the important vehicles to help **Mitre 10** achieve product data integrity

Data Synchronisation will help us manage data

- Because our product range is a constantly changing beast having a central repository to hold this data is a must.
- Product specifications, Pricing etc only needs to be changed once by our trading partners.
- New products can get to market quicker
- Cost effective
- Real savings in time and dollars to all concerned are realistically achievable.
- All data will be in a standard format and “real time”

Why are we partnering with GS1 NZ?

- **GS1 NZ** offers a global standards based **DATA POOL** called **GS1net**, that can support our **Data Synchronisation** needs
- **GS1net** will help enforce the use of standards in our business and those of our suppliers
- **GS1net** will help both the supplier and **Mitre 10** improve data integrity to the benefit of both parties
- With **GS1net** we believe we have a tool that all our suppliers can support
- **GS1 NZ** is going to work with us and our supplier to ensure the rollout of **GS1net** is as effective as possible.

Next steps

- Define what data we require from our suppliers **Sept 07**
- Getting systems and people in place. **In progress**
- Communication to our suppliers **Sept 07**
- Suppliers collecting, cleaning, and loading their product information into GS1net. **From Sept 07**
- Supplier's data maintenance processes **From Sept 07**
- GS1 sponsored education seminars. **Oct 07**

- If you are interested in being one of the initial group of suppliers we will work with please contact



Contact Information

Mitre 10

Roger Nickerson

Point of Sale Manager

09 4439925

0272713784

roger.nickerson@mitre10.co.nz

www.mitre10.co.nz

GS1 NZ

Steve Rowland - Data Synchronisation Team

09 525 8444

021 648159

steve.rowland@gs1nz.org

www.gs1nz.org