

Mitre 10

passes GS1net milestone

Mitre 10 and its suppliers have passed a key milestone in their adoption of GS1net – and everyone will benefit even more from now on.

The number of suppliers with GS1net Live status reached 50 in September. Mitre 10 now expects increased impetus in the data synchronisation projects of other suppliers, and in the use of synchronised data by individual stores for product ordering and other critical business processes.

Alex Augoustides, Information Services Manager at Mitre 10 Support Centre, says having 50 suppliers Live will add momentum to the group's GS1net programme. "Additional data will be pushed automatically from the central repository out to stores' point-of-sale systems," he says. "This will be a gradual implementation with testing completed by the end of 2010 with a rollout in early 2011."

Mr Augoustides says with one central data repository of accurate product data at the Support Centre, Mitre 10 can manage changes more easily at all levels. "Previously data was received from suppliers as spreadsheets and changes were managed on an ad-hoc basis. Now, the changes will be automatic.

"Once data is being pushed to stores, we will be encouraging our largest suppliers to join GS1net," Mr

Augoustides says. "Data integrity is extremely important to Mitre 10 and is a prerequisite for many new initiatives underway, such as forecasting and replenishment, EDI ordering and promotions.

"Our next steps include further automation of the Ready-to-Live process and ongoing synchronisation of Live suppliers' catalogues as well as middleware enhancements to make review simpler for Merchandise staff," he says. "The Data Integrity team will receive extra resource as we move suppliers into the GS1net programme."

With 50 suppliers GS1net Live, data synchronisation is being applied to 18% of all Mitre 10's active SKUs, representing 22% of total sales across the group. "Over the coming months,

additional suppliers currently in the Ready-to-Live process will increase these numbers to around 43% of active SKUs and around 52% of sales."

Mr Augoustides says the benefits of GS1net now clearly include:

- cleaner data overall;
- reduced ordering of deleted items;
- higher pricing accuracy;
- less manual data processing for suppliers and support centre;
- correct ordering of minimum order quantities and multiples; and
- accurate quantity break pricing.

Mike Lee is an Information Services Analyst on the Mitre 10 GS1net team, where he manages the data synchronisation process. He says that while some suppliers were initially unsure of the benefits of GS1net, they have since realised that data alignment and having a single data repository are beneficial for both suppliers and retailers. "Our main challenge is that Mitre 10

has decentralised item master databases and ordering processes, and this can result in multiple versions of 'the truth'.

"We have addressed this issue by developing the ability to update fields in store databases from the

central item master file, in respect of products from GS1net Live suppliers," Mr Lee says. "In this way, we are enabling suppliers to take ownership of their data and use GS1net as the sole mechanism to update our item catalogues group-wide. We are seeing marked improvements in data accuracy across our business." "Mitre 10 is most grateful for the dedication and effort put in by both our suppliers and GS1 in achieving our milestone of 50 suppliers in September," he says. "We are delighted at the high level of participation in our GS1net efforts and look forward to working with additional suppliers as they join us."



GS1net User Group Session, 9 November. See page 12

