



Introduction

With the support of GS1 France, French retailers **Auchan** and **Carrefour** and manufacturers **Kambly**, **L'Oréal** and **Sara Lee France** recently took the GS1 Data Quality Challenge to identify key areas of their processes that might be improved through the implementation of data quality principles from the GS1 Data Quality Framework.

The Data Quality Challenge builds upon the GS1 Data Quality Framework's **Self-Assessment Procedure**, which enables organisations to assess their compliance by positioning their current status in comparison to best practices. It also reveals important opportunities that can be further exploited by trading partners to enhance their processes for data management and data quality.

See www.gs1.org/gdsn/dqf/challenge/about for more information.

Why they took the Data Quality Challenge

The participants had a wide variety of answers to this question: Auchan, for instance, wanted to make sure internal teams were aware of the importance of data



quality, so that GDS could move from being a technical project to being a business project. Carrefour also wanted to have fewer problems with inaccurate data.



The Data Quality Challenge provided them the opportunity to increase the awareness of data quality issues, internally and externally, and to emphasise what is really at stake when synchronising data. Sara Lee France identified quality issues right when they started synchronising data two years ago and were eager to continue improving in that domain. L'Oréal saw the project as a way to improve their relationships with retailers and also with consumers, who don't appreciate the out-of-stocks that poor data can lead to. Kambly saw it as an opportunity to work with their trading partners to improve their supply chain processes.



How they did it

In order to establish an industry-wide vision, the participating companies worked with GS1 France to set up a dedicated team which developed a uniform process. GS1 France also helped create a training module and a project timeline; and then once all the companies were all ready to work on the self-assessment, each applied the process to their own unique situation.

At Carrefour, the supply chain teams were already well aware of the stakes, and there was real interest and drive, so the effort could be set up quickly. Carrefour then approached other companies active in GS1 France work groups to discuss opportunities to move forward together. At Auchan, empowerment to launch this sort of project was not a problem because it is good for business; additionally, people have to feel included, convinced of the usefulness ahead of time and able to execute the processes. Sara Lee found it easy to get started, as the key department was completely in favour of the programme; but because this department was based in the Netherlands, they advise communicating these efforts broadly because success might come thanks to the support of divisions or entities outside of your own country.



Kambly's goal of achieving enhancements in the supply chain along with their trading partners allowed them to consider a review of

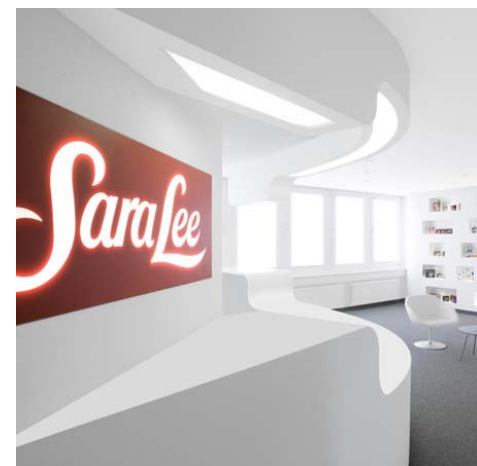
their existing processes as a first step towards more improvements. L'Oreal provided training for all the people involved, including marketing, sales and supply chain teams: all divisions that work with specialised data were made conscious of their contributions to the process and how their work might affect end customers.

Experience and lessons learned

After conducting the self-assessment, each organisation uncovered different aspects that helped their business. Kambly realised the importance of looking at the full data life cycle of their organisation, because key parts of the process sometimes happen in an external environment but are nevertheless relevant for the global data management process.

Sara Lee noted that that the self-assessment is most valuable when the scope is manageable, already operational and not too complex, as this helps to ensure that the work accomplished is tightly linked to

concrete benefits. Carrefour learned that it is important to make time for this project and that concrete steps on specific issues can make a huge difference. Auchan noted how important it was for everyone involved to understand the GS1 measurement and allocation rules; they provided training to their people on these points. L'Oreal discovered how useful it was to establish clear processes for everyone: it helped measure clearly and kept people motivated and involved. They also decided to "translate" all the terminology into the internal vocabulary used at L'Oreal.



Benefits and conclusions

Thanks to the self-assessment, Auchan has the beginning of an action plan and would like to see the matches between supplier and retailer data increase as a result of the new thinking. Carrefour and their suppliers have corrected very specific errors and have achieved, as a result, a more efficient automatic re-stocking, which in turn has resulted in a reduction in out-of-stocks and lost sales. They have also already reached out to companies other than the ones involved in their initial project, to engage with them on data quality. Sara Lee feels it's too soon to draw any concrete conclusions from their efforts, because the bulk of the needed improvements are not yet fully implemented, but they do feel that the Data Quality Challenge is helpful because it gets people involved, interested and motivated. Kambly has improved collaboration between its international divisions which ensures that data is always managed adequately no matter what its origin. Additionally, the Data Quality Challenge helped Kambly to clarify the structure for data management.

L'Oreal is more categorical: it has definitely helped them, and they feel it has brought more professionalism to their interactions with retailers.



With the collaboration of GS1 France all along the way, Auchan, Carrefour, Kambly, L'Oréal and Sara Lee have come together to show that the benefits of collaboration and data quality are real and visible in many different ways, and can help enable a more efficient supply chain. These companies have established a foundation for further work on data quality: and indeed, the work group created for the Data Quality Challenge will continue to drive the improvement of data quality in the French market.

