



SME's savings with EDI implementation thanks to **GS1 Standards**



50 percent savings using EDI at Mußler

With the introduction of electronic data interchange (EDI), Mußler perfumery has achieved clear advantages in terms of efficiency and productivity. Since the switch from manual to automatic commerce and paperless business communications, the company reduced annual maintenance costs by 50 percent.

The five branches of Mußler GmbH located in Stuttgart have successfully completed the PROZEUS project with the "Introduction of electronic data exchange in the perfume Industry". Together with the subsidiary of the New York cosmetics company Coty Inc, which is located in Germany, the manual processes have been reduced and with the savings of € 12,500 costs were cut in half. Losses through out-of-stock situations could also be reduced by 50 percent.

Small retail stores in the perfumery industry are under enormous competitive pressure, so it was natural for the CEO Mattias Mußler to act and move towards efficient cost reductions. With the completion of the PROZEUS project, Mußler achieved that goal. **"With the use of electronic data interchange (EDI), we achieved a clear advantage in terms of efficiency and productivity by reducing errors and costs"** explained Mußler. Before the PROZEUS project, the ordering processes between business partners were fully manual. Mußler used to send orders by fax and goods ordered were received after a week.

This led to many discrepancies, questions to follow up and even misunderstandings.

Today order, delivery and invoice processes are based on the GS1 Standard EANCOM®, fully automated and much more efficient: the order (ORDERS) message is directly activated from the ERP system and transmitted via File Transfer Protocol (FTP) to Coty. Coty sends despatch advices (DESADV) back to Mußler. Mußler knows what occurs where and when at all subsidiaries and can prepare the reception of goods in an optimal way. Overall, the introduction of EDI led to faster delivery times, fewer out-of-stock situations and reduced processing costs. For achieving this goal, Mußler was awarded the third place of business PROZEUS Award 2010.

The results of the project have now been published in a brochure that can be ordered or downloaded from PROZEUS www.prozeus.de

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