

Global Data Synchronisation: Why we do this!

The Unilever Global Data Synchronisation Program

Nigel Bagley

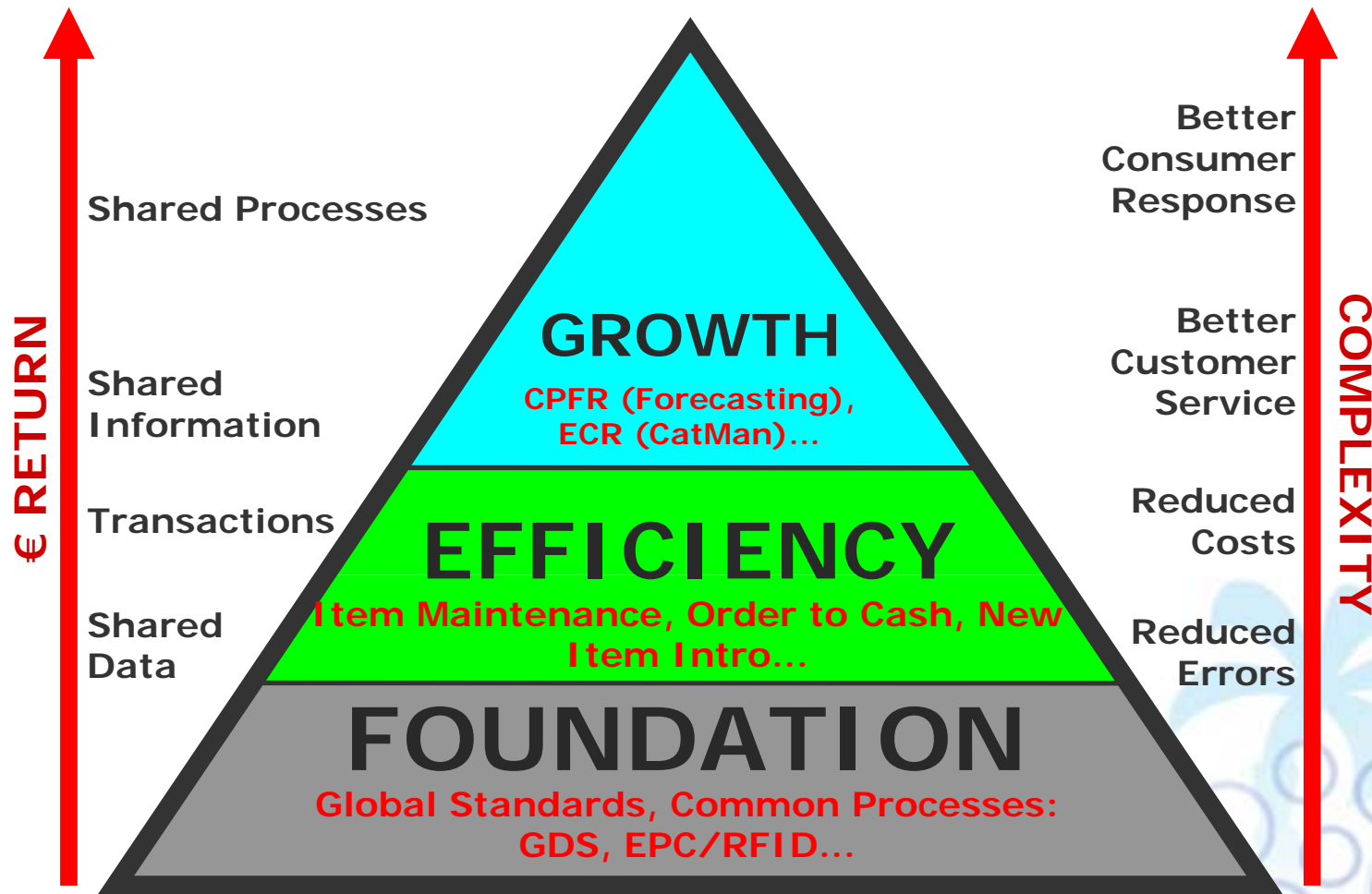
Head of Customer eBusiness

Unilever Global Customer Development

CECRAL, September 2006



The eBusiness Value Equation



The ECR Promise



- Working Together to Fulfil Consumer Wishes Better, Faster and a Less Cost



Room for Improvement!

- Order-to-Cash Process

- 1% of sales - even in companies with EFT



- On-Shelf Availability

- 92% across our business after five years of high focus



- Transport Utilisation

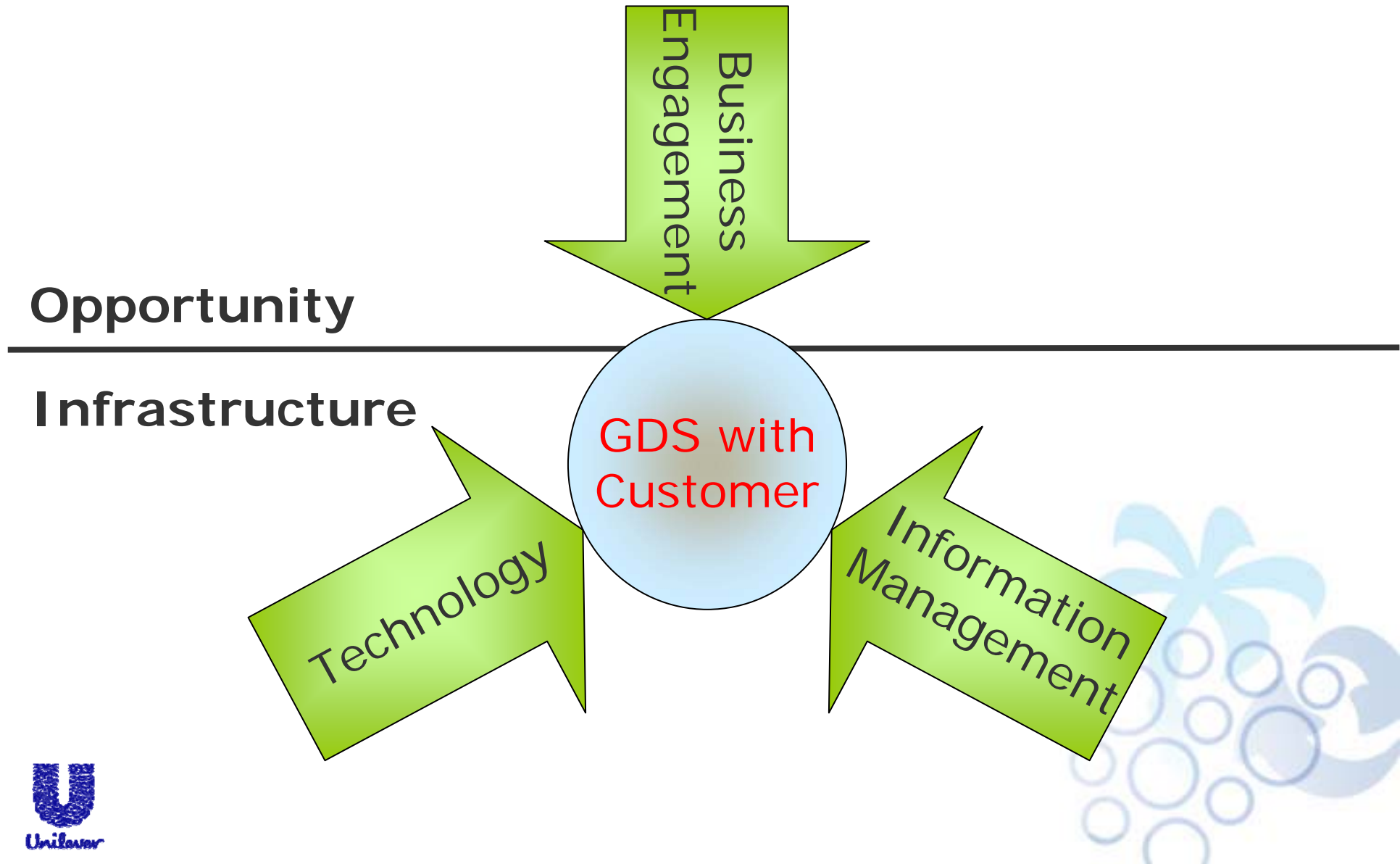
- 50% of truck capacity unused



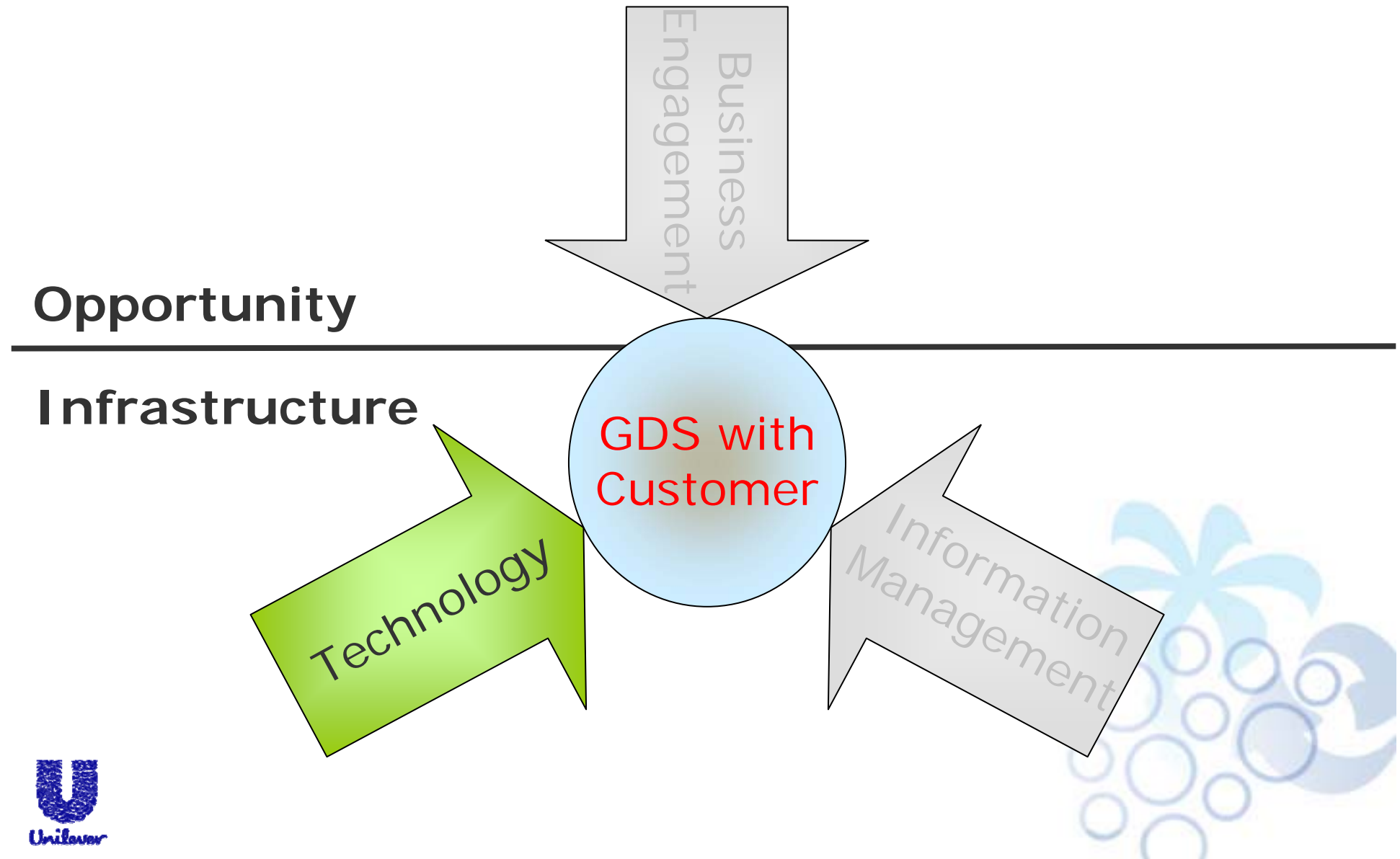
The eBusiness Value Equation



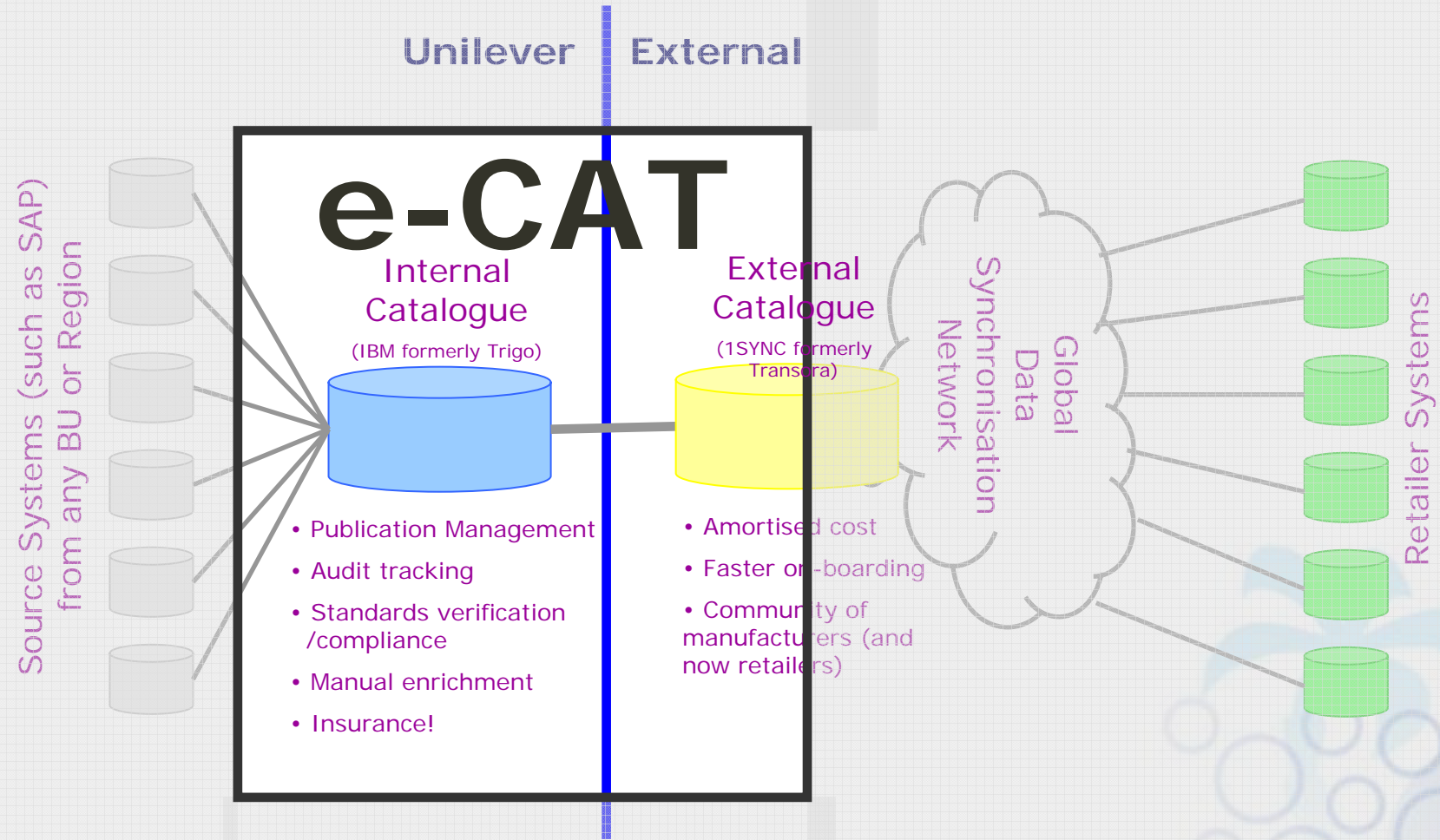
Unilever GDS Thrusts



Unilever GDS Thrusts



Technology Model



The Global Challenge

- “Why do we need interoperable data pools?”
- “Why do we need Global Standards when business is transacted locally?”



The Unilever Brands...



And many more....

Scale and Geographic Reach

“Our **deep roots in local cultures and markets** around the world give us our strong relationship with consumers and are the foundation of our future growth. We will bring our wealth of knowledge and international expertise to the service of local consumers - **a truly multi-local multinational.**” - *extract from Unilever’s Corporate purpose*

2004 Turnover: €39.1 billion, US\$48.4 billion

Europe: €17.0 bn 43%

Asia/Africa: €9.6 bn 25%

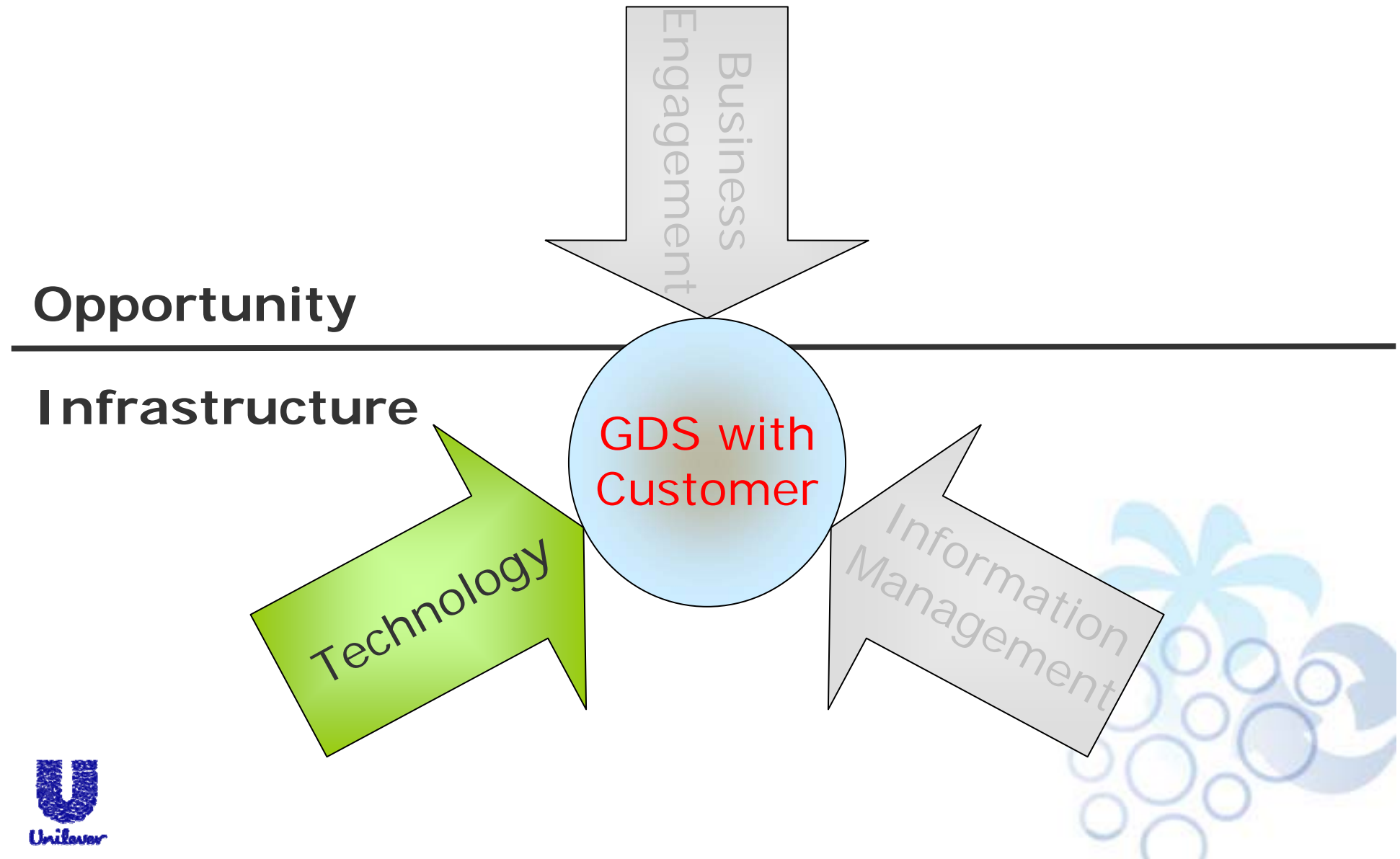
The Americas: €12.5 bn 32%

Present in 150 countries around the world

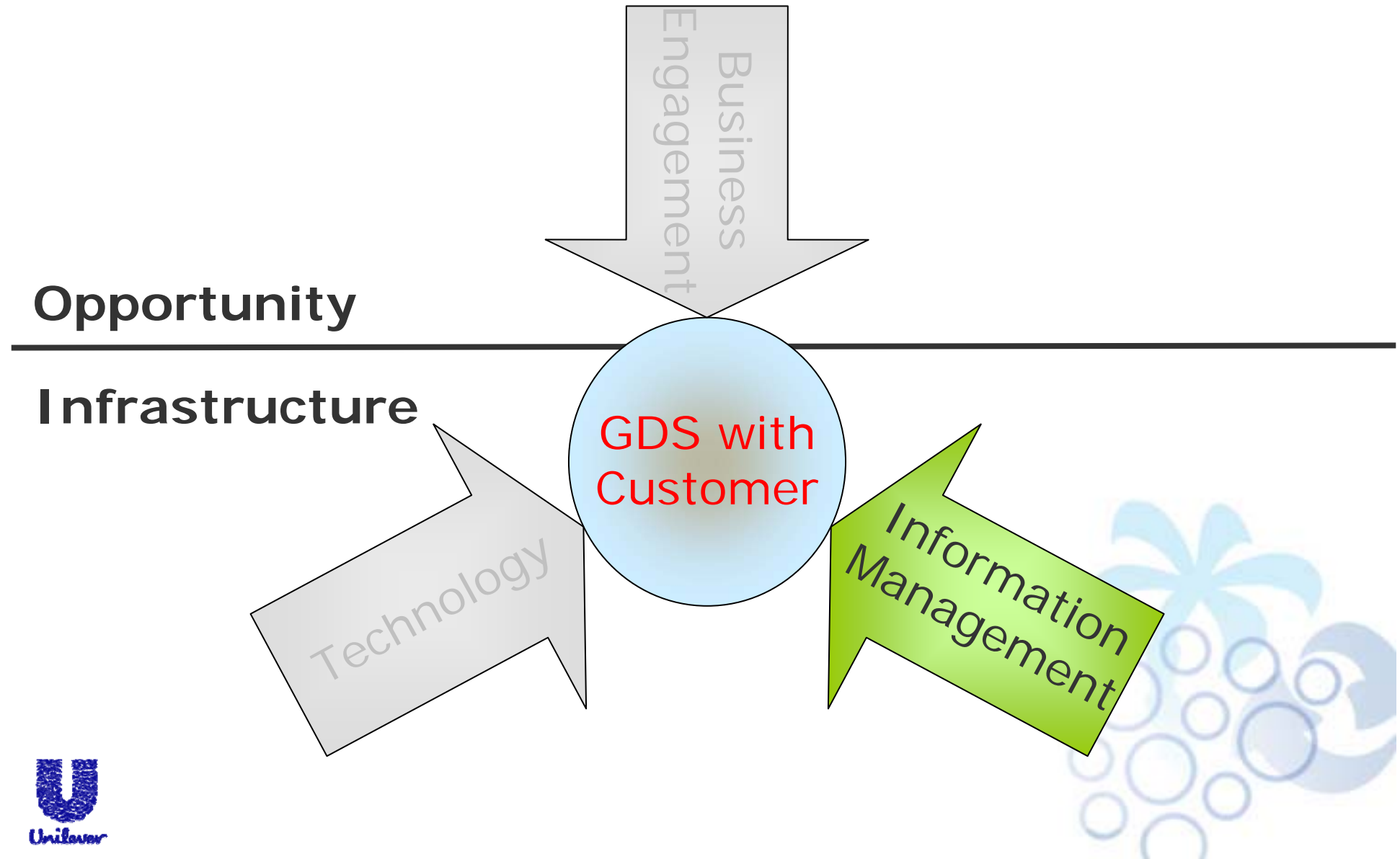
223,000 employees



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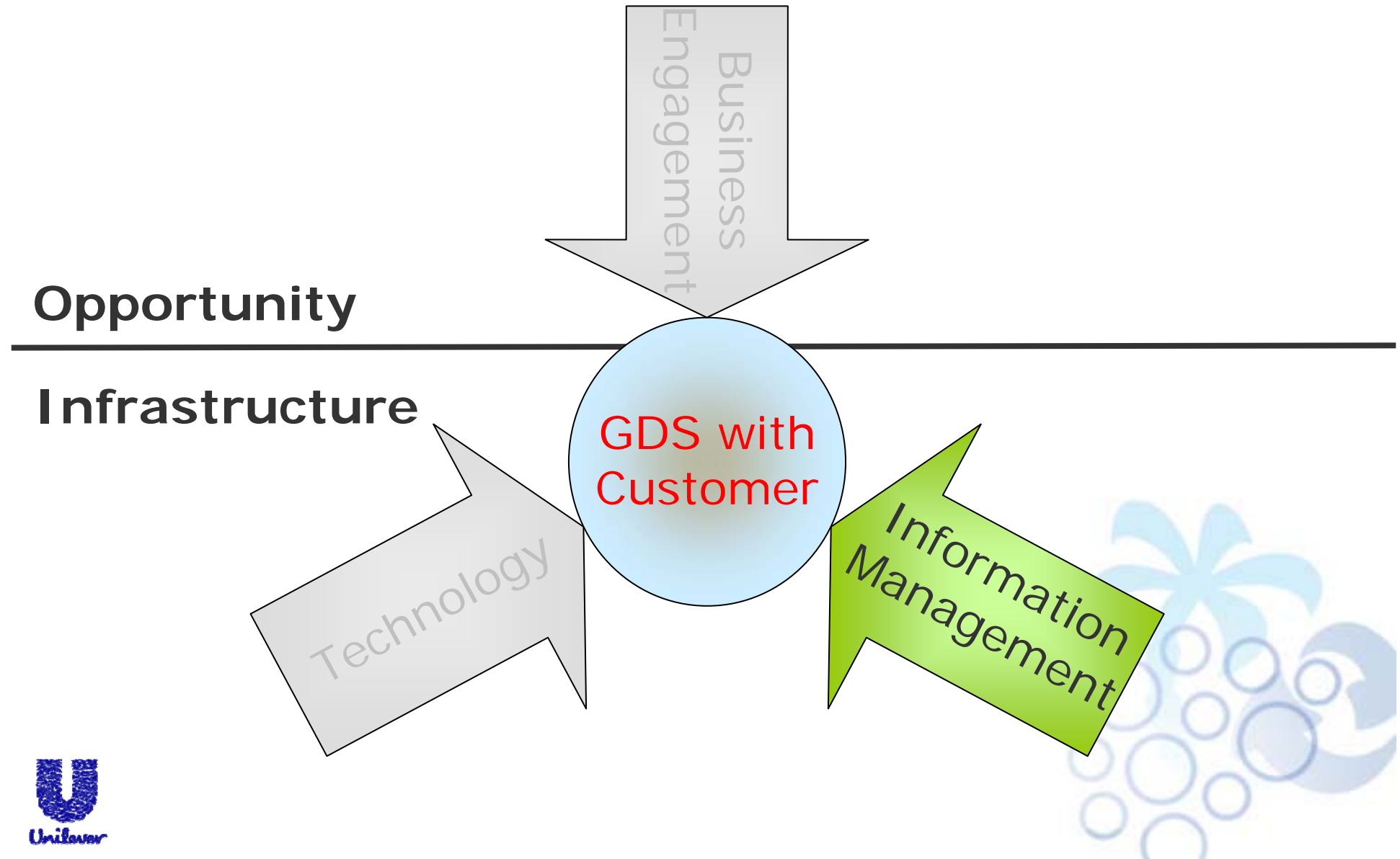


Customer Facing Product Data

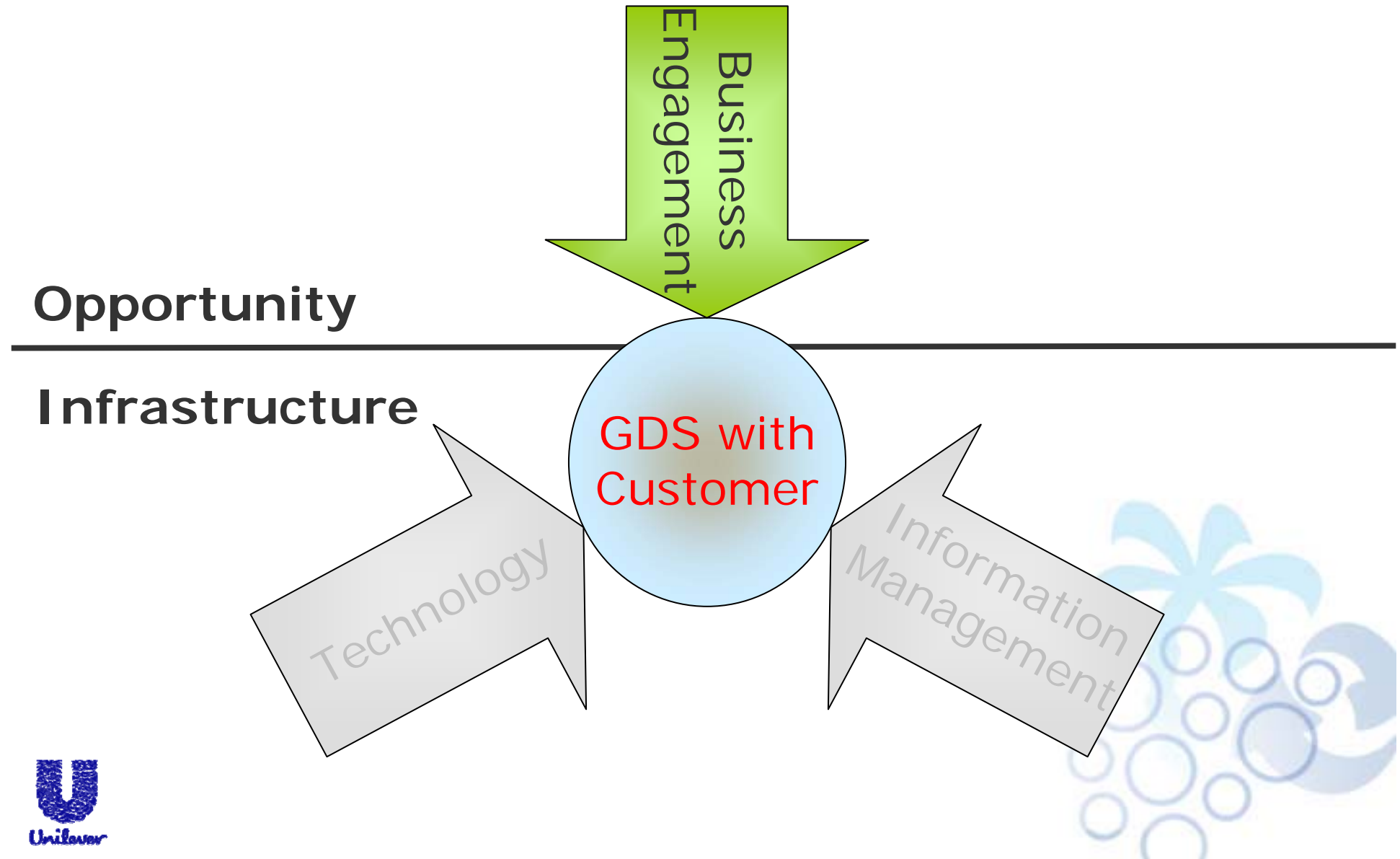
- Operational Principles
- Information Standards
- Audit Protocol
- Data Quality KPI
- Compliant with industry work and standards



Unilever GDS Thrusts



Unilever GDS Thrusts



Reconciling POs and Invoices



- Albert Heijn and Unilever Nederland Project
- Linked to GCI Program
- Create a 'beach-head' for *real* GDS implementation



Reconciling POs and Invoices



- Step 1: Understand the issue (sub-process) being addressed
- Step 2: Review all attributes needed for the sub-process
- Step 3: Identify and document the collaborative process steps that GDS could support
- Step 4: Identify the changes needed to be made in our own organisations (process, systems and organisational)

Key Messages

- Refocus on GDS and start delivering!
- Operate GDSN as a global community
- Address Data Quality from a process perspective for both manufacturers *and* retailers
- Get business processes fully supported by GDS



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