

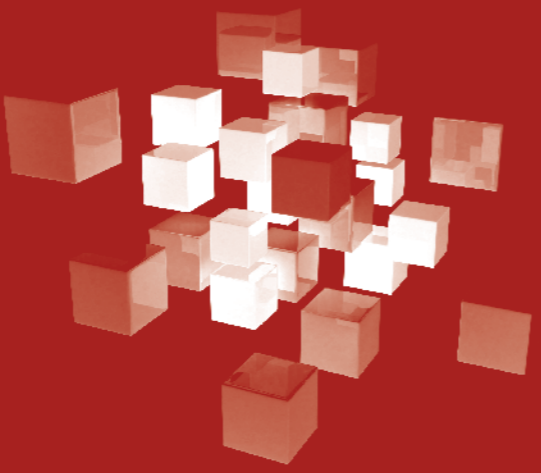


synfox

All of your product data.
Just one click away.
More than just a pleasant dream.

Intelligent Master Data Management.

Diversity is great. But please not with our product master data.



Product master data form the foundation of the larger part of business processes in IT systems. Delayed product master data or data with bad quality often leads to problems in the operational business. If further business branches or international locations are added, the problems usually increase as well.



“Until now, I have not come across a system as integrated as synfoxx®/p. For years, we have assembled the product data for our customers and our price lists with a lot of manual effort, encountering vast data quality issues. With synfoxx®/p we now have a complete workflow for the processing of product data and list prices, as well as extensive reports regarding data quality and upcoming changes of product ranges and/or the respective pricing.

Ultimately, the preparation of artwork for the print of a new pricelist, based on our specifications and configured in synfoxx®/p, can now be done by the push of a button. At long last this is system support for the whole process, from data entry to output in the required format.”

Rainer Rusch, Customer Development Operations Manager – Unilever

? Typical problems

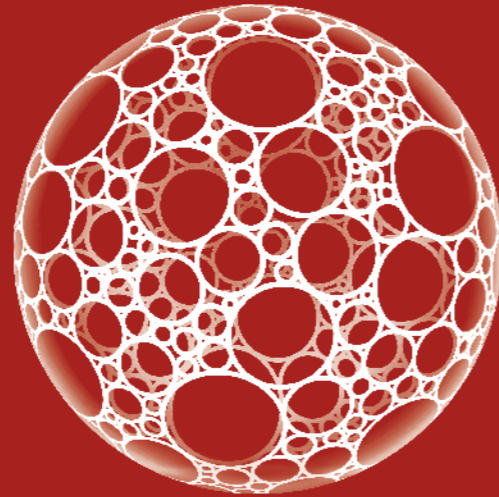
- > The responsibility for master data maintenance is not clearly governed
- > The master data and its respective maintenance processes are fragmented
- > Master data is provided with a delay
- > Different (active) versions of the same master data exist
- > Mistakes during data entry or transfer are not detected
- > The level of data quality is unknown

⚡ ... and their consequences in business.

- > High manual and redundant effort leads to high process costs
- > Competitive disadvantages due to delays in product development (“time to market”)
- > Problems in sales, scheduling, delivery and invoicing
- > Excessive or deficient stock
- > Restricted ability to inform business partners and end customers
- > Dissatisfied business partners and increase of complaints
- > Unreliable business reporting based on deficient master data leads to wrong decisions



About time for a really intelligent solution.



Complex data. Simple solution.

The solution for all problems in the area of product master data is called synfoxx®/p. Your master data processes will be entirely represented in the software, the data is continuously checked for validity, and at all times accessible for all users – even mobile. synfoxx®/p adapts to your business processes, not vice versa. The system grows with new challenges, is highly configurable and multi-lingual.

With synfoxx®/p your product master data is generated promptly and made available in highest quality. It can take over the role of the central master data repository as well as it can operate in conjunction with other systems. Either way, the integration of all systems involved is assured by synfoxx®/p.



Massive savings. Increased efficiency.

- › Central repository for all product master data
- › Reliable master data provisioning for partners
- › Reliable connection to data pools and web shops (e. g. 1WorldSync, Amazon)
- › Excellent and verifiable data quality, ensured by freely definable and automatic data checks
- › Integration of customers and distributors via portals
- › Integrated reporting of master data and master data processes
- › Significant reduction of time to market
- › Support of compliance requirements (e. g. REG. (EU) N° 1169/2011)



The most important functions. At a glance.

- › Complex functions, easy to operate via web browser
- › Data exchange/integration with arbitrary systems (e. g. ERP, CRM, QS,...)
- › Configurable workflows for all master data processes
- › Automatic creation of product fact sheets, price lists and catalogues with the push of a button
- › Multi-lingual
- › Special interface for mobile devices (e. g. tablets and smartphones)
- › Creation of QR codes and websites for the products
- › Use of fuzzy technology for duplicate checks and search functions
- › Data quality gates for controlled transfer of master data

synfoxx®/p



“Speed up time to market by implementing an efficient code creation process and improve data quality communicated to retailers by reducing manual maintenance of product fact sheets... just two reasons for rolling out the synfoxx®/p database and code request tool and there are many more!”

Marlies Reijns de Vroet, Europa synfoxx®/p Projekt-Manager Unilever



without synfoxx®/p



with synfoxx®/p

80%

Time savings for the creation of product fact sheets.



Central availability of correct and consistent product master data.

synfoxx®/p consolidates all product master data in one central location and provides the user with an easy and reliable access. This is done exactly in the manner and to the extent needed. In case the quality of the data cannot be assured, a respective warning is issued. Various, to some extent “fuzzy” search algorithms speed up the retrieval of information.

In synfoxx®/p, the existing product master data can be supplemented with as much auxiliary data as needed, a feature normally not found in existing systems. Here, this data is deposited in a central location for all users. The problem of diverging versions of the same data, found in different systems, is thus a thing of the past.

Considerable and sustainable improvement of data quality.

With synfoxx®/p your data quality becomes measurable, since it is permanently monitored in the background. This happens completely automatically, based on previously defined check routines. The results are presented in the synfoxx®/p user-cockpit to the responsible user.

The administrator can implement an unlimited number of data checks, which are validated in a simulation mode prior to their activation.

The results of the data checks are stored in a data cube for reporting purposes. Using definable KPIs, this data quality reporting allows at all times to determine the current status and the trend of your master data quality.

Mapping master data processes with workflows.

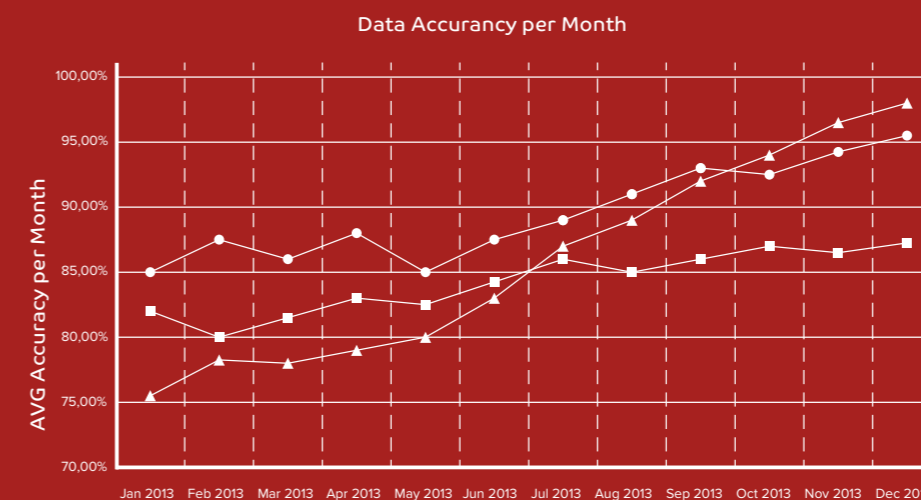
Creation and maintenance of product master data are complex processes involving a lot of stakeholders. These are implemented in synfoxx®/p with individually configurable workflows, which coordinate the activities of all departments involved. The sequence of tasks can be configured for each workflow in such a way that it optimally represents the existing structures and processes. The field attributes in each dialogue can be customized as needed, e. g. to manage mandatory and optional fields.

With the aid of reports, deficiencies in the master data processes can be easily identified. Administrators can intervene at any time into running workflow processes.

Search algorithms based on fuzzy logic help to prevent duplicates already at the time of data entry. All data checks configured in the system can also be activated for the workflows. That way, mistakes are already detected and highlighted during data entry, i. e. before the new master data is actually used. Hereby it is guaranteed that a level of data quality that has already been achieved will not deteriorate again due to renewed erroneous data entry.

Using synfoxx®/p workflows, your data will be accurate from the beginning (first time right), and available in time (time to market).

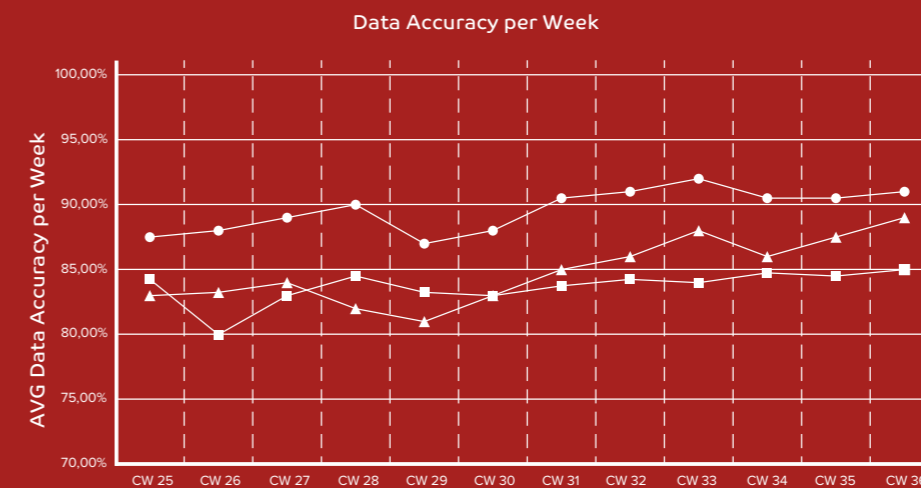
Reliable data.
Available in the entire Supply Chain.
Total control over the processes.

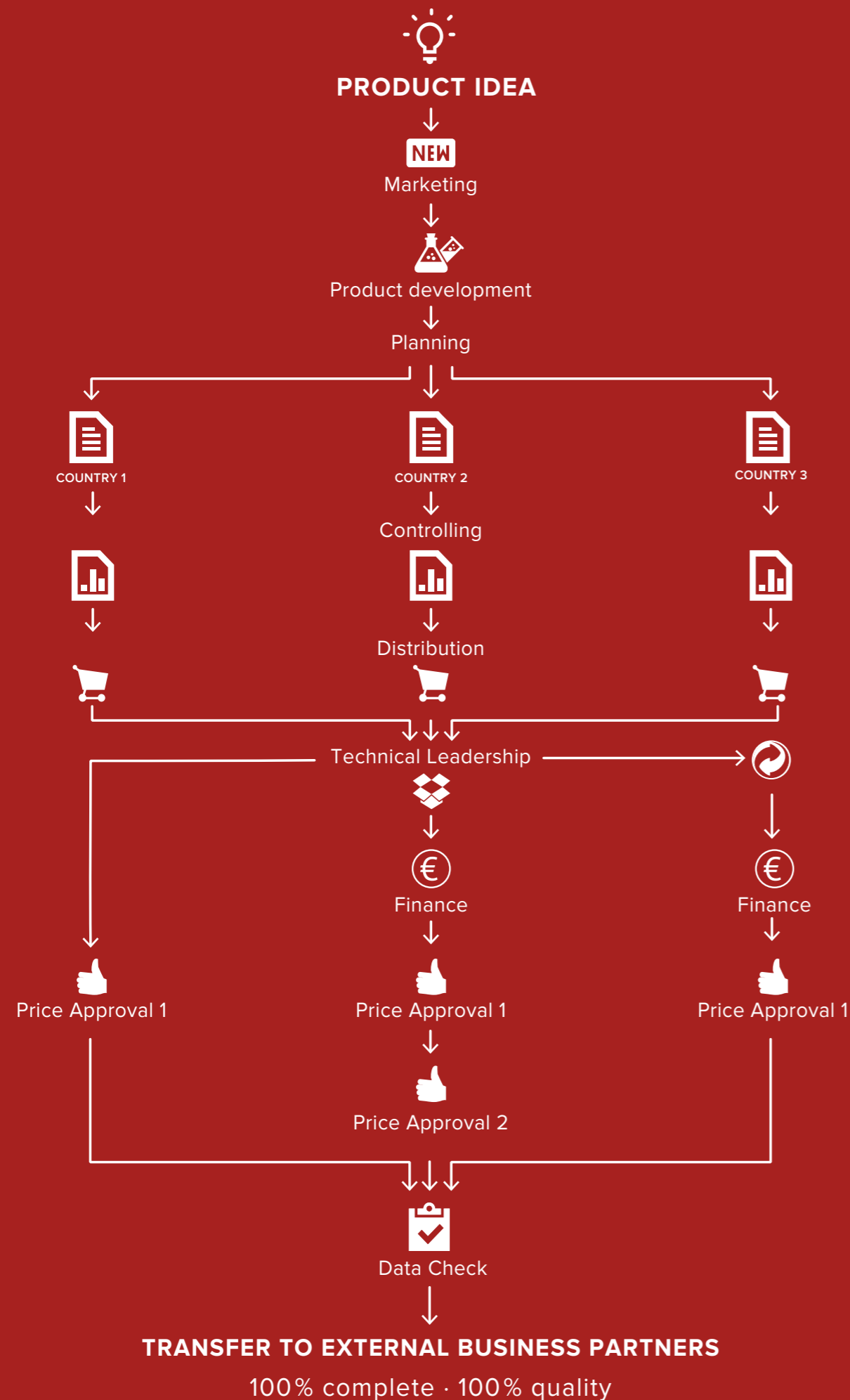


55 %

99.2 %

Data Quality improved from approximately 55 % to 99,2 % using synfoxx®/p.





Master data provisioning – internal and external.

External partners (customers, suppliers) as well as internal partners (other business units) expect to receive reliable product master data for their business processes. In addition to that, the operation of master data portals or product websites also requires accurate information. synfoxx®/p can serve established interface formats as well as partner specific requirements.

Vendors can directly be integrated into the data entry process and are therefore integrated into the data check routines according to their regulations. Checked master data will be transferred via a certified interface to the data pool 1WorldSync for dissemination to your end-customers. Internal applications such as ERP-, CRM-, QS- or shop-systems can easily be integrated via the integrated middleware.

Automated generation of price lists, catalogues and other documents.

In a lot of companies, the preparation of complex print objects like catalogues or price lists is still a manual process. synfoxx®/p to a large extent permits an automation of these processes. The structure of the documents is based on pre-defined layouts and can be configured freely by the end user. This comprises – among others – the choice of products, their sort order, information regarding hierarchies and text elements.

The print objects can contain all information, product images etc. that are stored in the system. If there were changes to the master data, the system is able to provide respective indicators in the documents. On top of that, modification lists can be generated, which only contain the current updates to an existing document version.

Meaningful reporting.

A highly effective reporting module enables end users to generate reports on all data stored in synfoxx®/p. Examples are:

- › Analyses of weaknesses in the master data processes
- › Development of average data quality per period
- › Reports on pre-defined KPIs about data quality and workflow performance
- › Reports on product lifecycle (active vs. inactive products)




Only a few steps to an ideal master data management.

The goal ahead.

With the implementation of synfoxx®/p you create the prerequisites for an optimal management of your product master data.

After a thorough analysis of your business processes and possibly existing problems, we will configure synfoxx®/p according to your needs and implement the required interfaces.

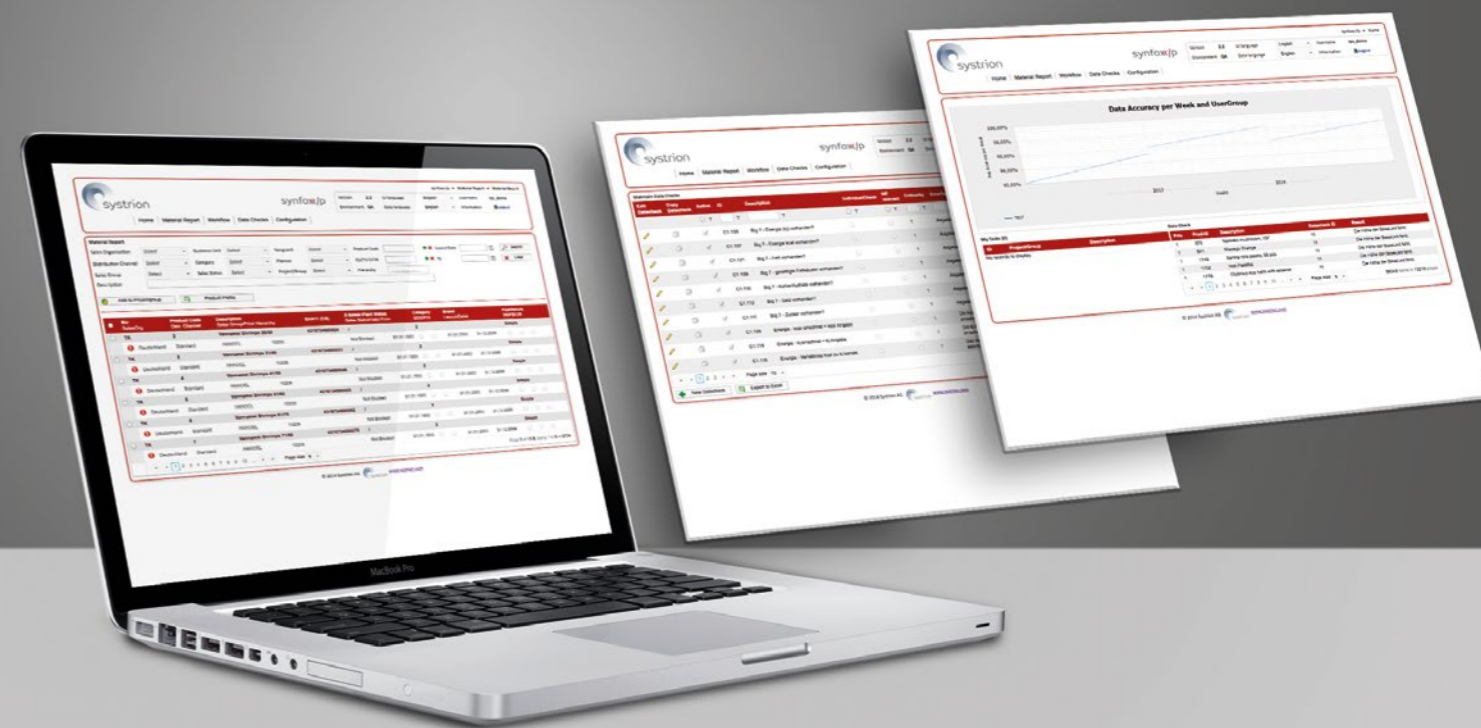
Depending on the specific situation, working on your strategy and organization in the area of master data management could be advisable as well. We will gladly support you in these areas, too, with many years of experience in master data projects. Once implemented, synfoxx®/p will quickly lead to a sustainable improvement of your master data situation.

 "With the 'material report' synfoxx®/p supports our aim to have a high level of data quality in our communication to our retailers and in our business processes. The possibility to exchange our source data without any manual maintenance to our retailers is excellent. Because of the success of synfoxx®/p. in Germany, we rolled out synfoxx®/p to all 22 European countries." Marlies Reijns de Vroet, Europa synfoxx®/p project manager Unilever



Systriion AG has been developing individual and standard software since 2000. The Systriion product range includes the software suite synfoxx® for end-to-end management of master data as well as the tool kit fuzzit® for automated data mapping.

Additionally, Systriion offers consulting services about master data management, data quality management and business intelligence. The company works with clients such as Unilever and Continental and has long-term experience in the fields of fast moving consumer goods and the automobile industry. Systriion is certified partner of Microsoft, Adobe and 1WorldSync.



Discover the versatile functionality of synfoxx®/p for your business.



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