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## Data Synchronization

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## Agenda

- Why Data Synchronization at Campbell's
- How Campbell Implemented Data Sync
- Benefits to Campbell
- Lesson Learned
  - Success Factors
  - Suggestions
  - Challenges

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The Why ?



## In January, 2001 new leadership brought changes

**CAMPBELL NAMES  
DOUGLAS R. CONANT  
PRESIDENT AND  
CHIEF EXECUTIVE OFFICER**



“...move toward implementation of this matrix management concept.”

“I do know that... as a company, you either evolve and grow or you die.”

Two sweeping changes: matrix organization, and a growth strategy



## WHY? Two out of Five Key Strategies involve Data Sync

- Revitalize U.S. Soup
- Strengthen the broader portfolio for consistent sales and earnings growth
- Build new growth avenues
- **Drive a quality agenda while continuing to drive productivity**
- **Improve organization excellence and vitality**



## WHY?

- Improve Relationships with Customers
- Build B2B Capabilities for the Future
- Clear Business Case was Established
- Quality Data is the Foundation for Collaboration
- Drive for the Perfect Order

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## The How

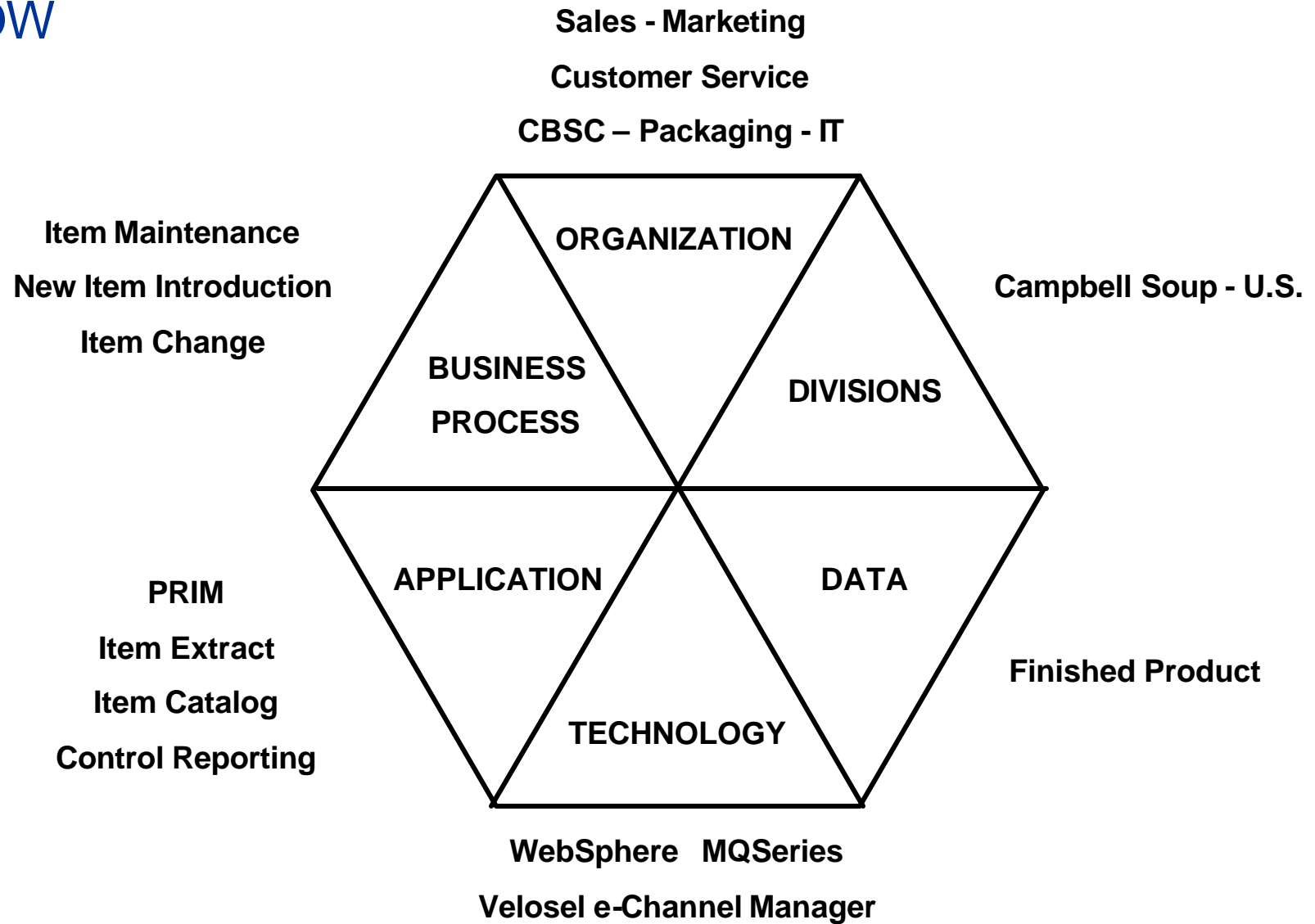


## HOW

- **Formed a Project Team – IT and Business**
  - **Steering Committee**
  - **Project Management**
  - **Business Process**
    - **Master File Maintenance**
    - **Corporate Codes**
    - **Category Sales & Marketing**
    - **Packaging**
    - **CSC eCommerce**
    - **Corporate Audit**
    - **Customer Service Center Team Leaders**
    - **Global Data Synchronization**
  - **Application Development**
  - **Technical Infrastructure**



# HOW





## HOW

- Created a Vision for Data Synchronization
- Joined UCCnet – June 2002
- Chose Strategic Partners for Implementation
  - IBM and Velosel
- Determined Scope of Pilot
- Documented Data Quality Issues
- Got Involved with Industry Standards Organizations



## The Benefits



## Benefits to Campbell

- Improve Relationships with Customers
- Meet Customer Requirements
- **Internal Data Quality Improvement**
- More Accurate Execution of Orders
- Reduce costly transaction processing errors
- Reduce supplier disputes & deductions
- Increase speed to market for new products
- Facilitate item introduction procedures



## Benefits to the Industry

- Global Standards
- Facilitate eCommerce initiatives
- More accurate inventory management
- Enable tools for supply-chain management
- Improve Customer Satisfaction
- Drive efficiency and value throughout industry
- Allow for more accurate reporting capabilities



## Lessons Learned



## Data Synchronization Success Factors

- **Customer Focused Leadership Team**
- **Clear Vision of Business Benefit**
- **Executive Support**
- **Cross Functional Project Team – Business Driven**
- **Partner Relationships**
- **Set Proper Expectations**
  - Pilot
  - Customer Selection Based on Common Need or Vision
- **Communication**



## Data Synchronization Suggestions

- **Prepare for a Changing Landscape**
- **Look at the Complex**
- **Define Metrics for Success**
  - Financial and Efficiencies
- **Don't Underestimate Internal Work Effort**
- **Create Readiness Survey**
- **Pilot Process**
  - Centralize Process (Manage Change)
- **Chose Strategic Partners**
- **Keep Source Item Data on Your Side of the Firewall**



## Data Synchronization Challenges

- Internal Data Quality
- Navigating all the Players – Complex Environments
  - Private/Public Exchanges
  - Standards Bodies
  - Solution Providers
- Critical Mass Still Forming
- Standards are Still Being Finalized
- UPC Code Reuse in a Standards World



# Questions