



DACEI

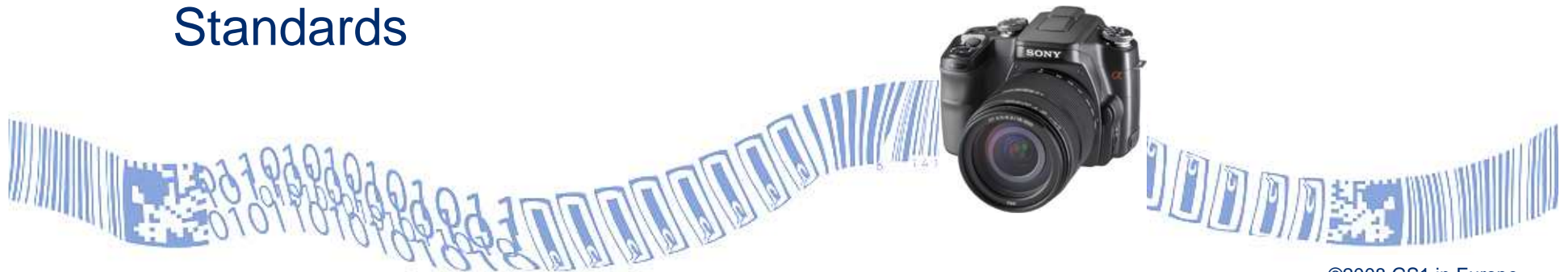
GS1 in Europe project for the Consumer Electronics sector





Need for action

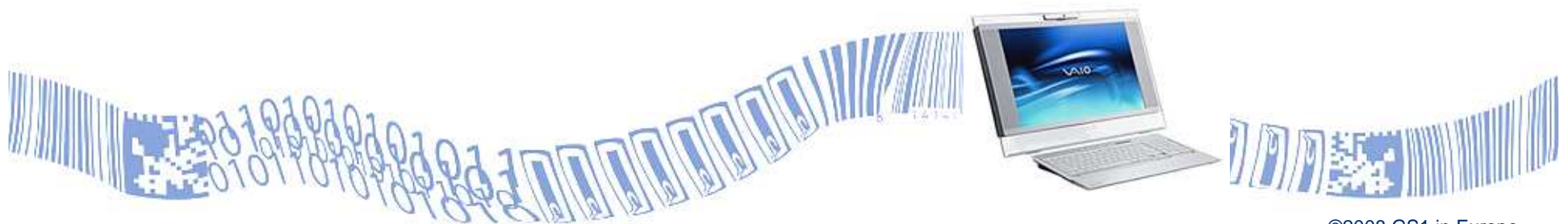
- CE Manufacturers act on a global or European level
- CE Retailers act on transnational/European or national level
- There is no established working structure on a European level
- No best practices for business processes available
- Inconsistent and fragmented implementation of GS1 Standards





Need for action

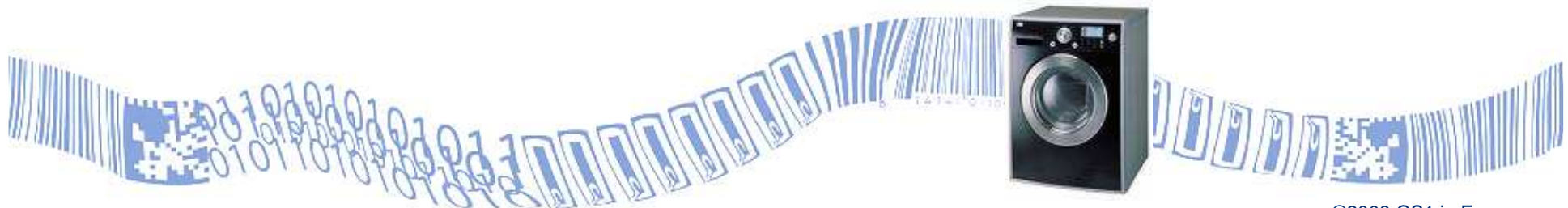
- EANCOM Messages ORDERS, DESADV, INVOIC not completely implemented
- Other messages of the electronic loop are rarely used
- Little/no usage of GS1 logistics label/SSCC
- Projects on business processes/master data alignment in different GS1 MOs starting/ongoing





DACEI – on behalf of GS1 in Europe

- DACEI stands for: „**D**iving the **A**doption of GS1 Standards in the **C**onsumer **E**lectronics **I**ndustry“
- DACEI is part of the GS1 in Europe business plan
- Sector approach for the implementation of GS1 Solutions
- Providing a European voice in the CE sector
- Global Standards – European Approach – National Implementation



What is CE for DACEI?

White Goods



Brown Goods



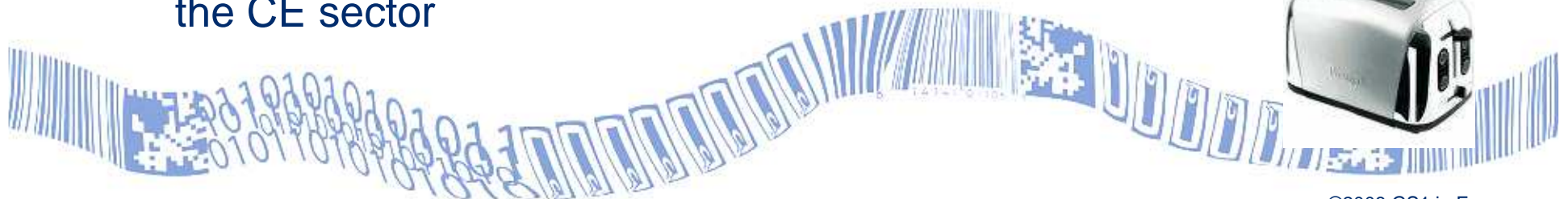
Grey Goods

Media + Entertainment



DACEI will ...

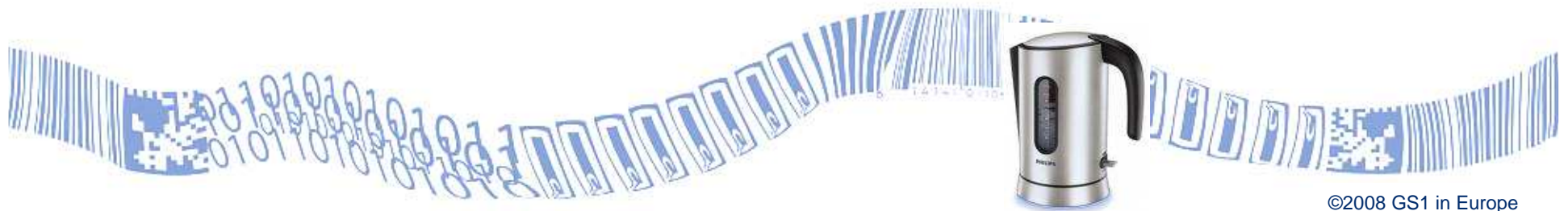
- bring together the major companies of the industry and the GS1 MOs
- serve as the European nucleus for process optimisation and use of GS1 Standards
- identify the potential for business process optimisation in the supply chain (Supply and Demand Side/Category Management)
- develop the relevant best practice guidelines for business processes and implementation guidelines for GS1 standards
- drive the implementation of the defined solution in the market
- enhance the harmonisation of existing GS1 solutions in the CE sector





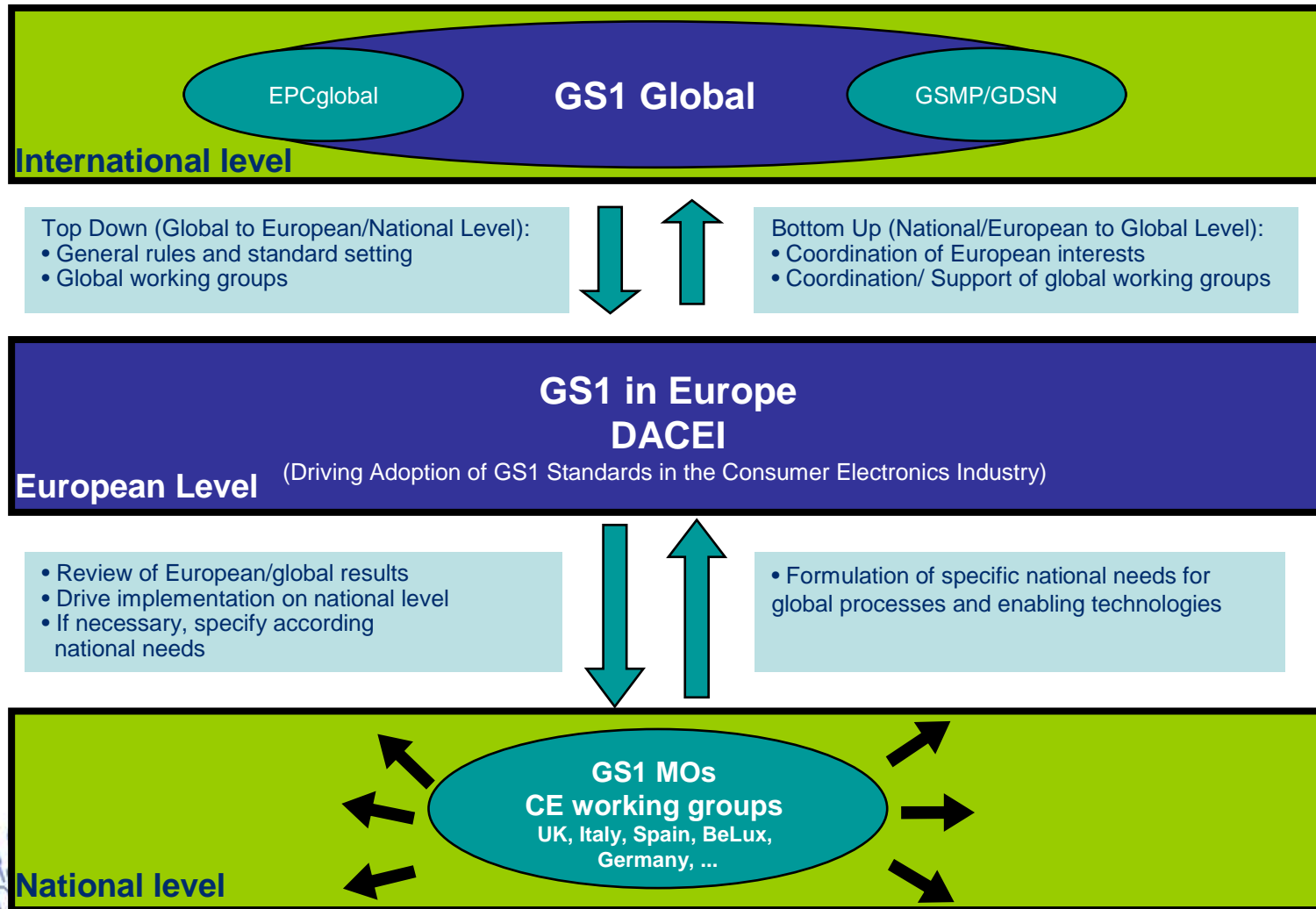
DACEI will ...

- prepare the European industry for the use of EPC/RFID
- coordinate input to the GSMP (Global Standard Management Process) regarding:
(in dialogue with existing solutions/structures)
 - Master Data Management
 - Product classification
 - eCOM
 - Barcodes and Identification



DACEI in a global environment

avoidance of duplication
of work





DACEI - What are the latest results, developments and achievements?

- Project Outline Document (Draft)
- Kick Off Workshop, 10.06.2008 in Cologne
 - 22 Participants
 - 3 Retailers present
(Media Saturn Holding, Comet, Promarkt)
 - 7 Suppliers present
(BSH, Electrolux, P&G, Groupe SEB, Miele, Panasonic, Sony)
 - European Committee of Domestic Equipment Manufacturers (CECED), EPCglobal, GS1 GO
 - 4 GS1 MOs present
GS1 Germany, GS1 Italy, GS1 Spain, GS1 UK



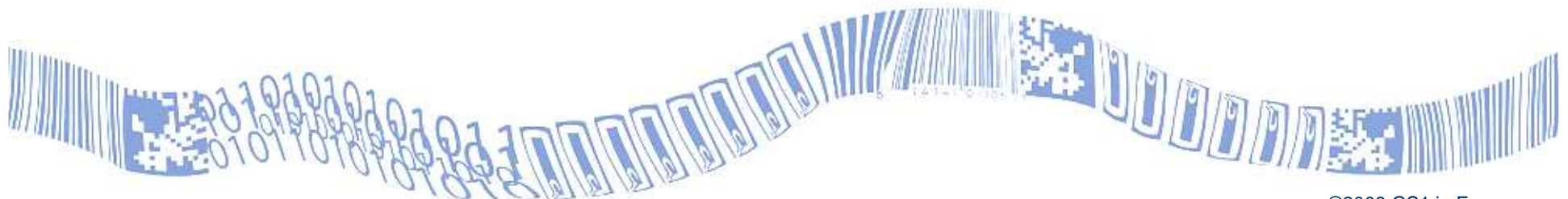
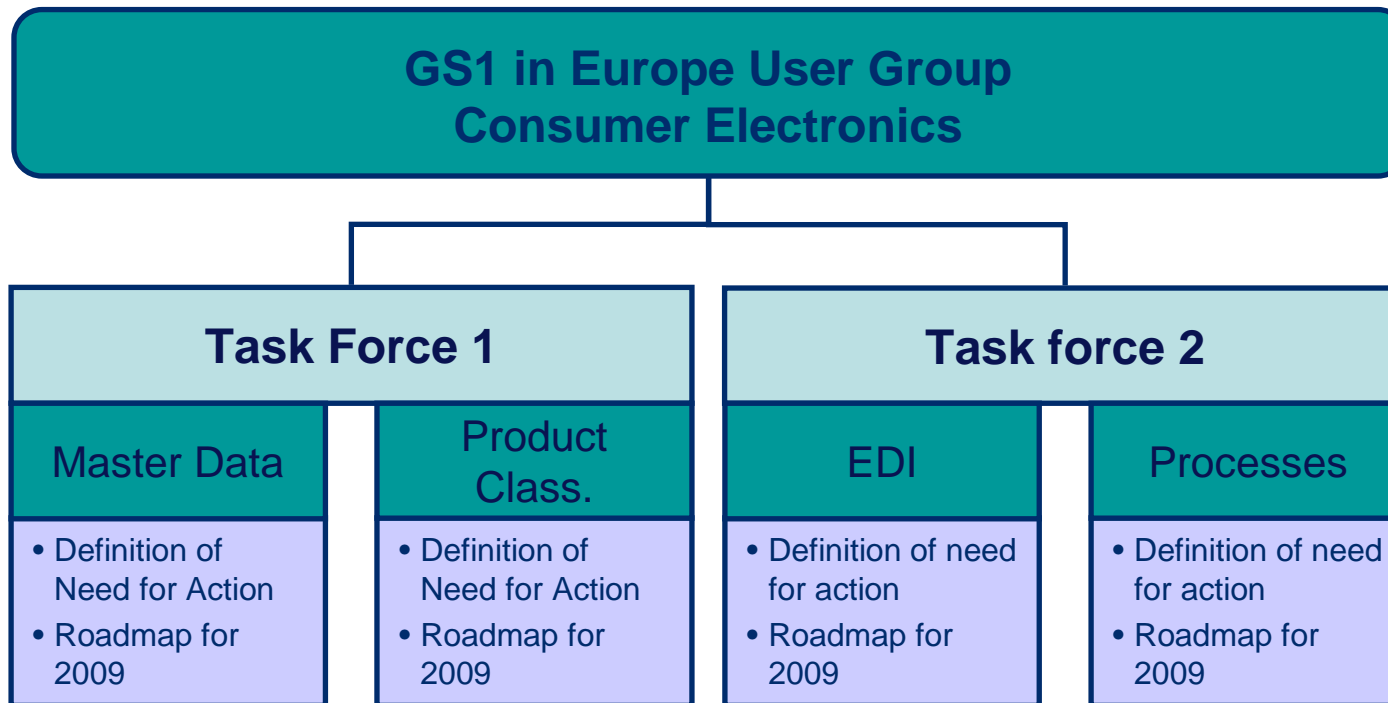


DACEI - What are the latest results, developments and achievements?

- Kick Off Workshop, 10.06.2008 in Cologne (cont.)
 - Set up of 2 Task Forces
 - Aim: definition of need for action until next DACEI meeting
 - Master Data Management and Product Classification
 - Logistic Processes and EDI
 - Positive feedback of participants to initiative

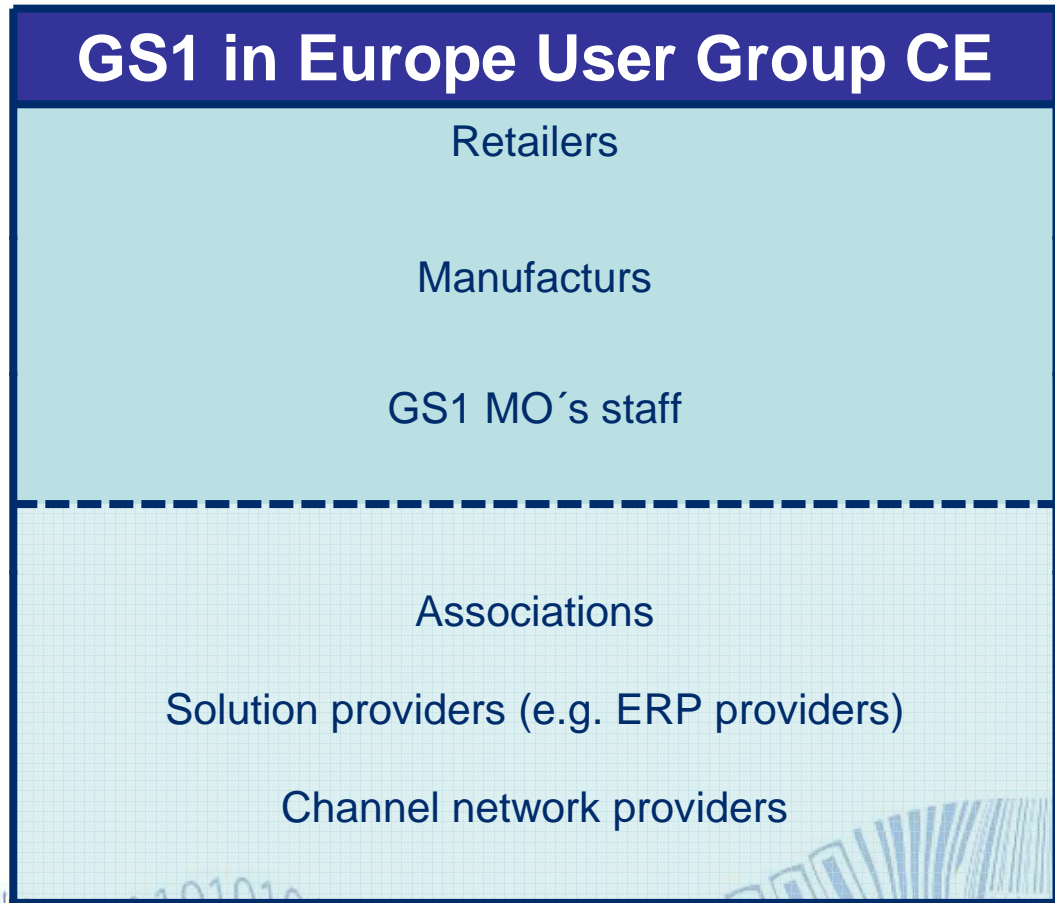


DACEI –Organisational Structure 2008





Organisational Structure - User Group Composition



participants

Possible future participants



DACEI – how to organize?

GS1 in Europe Steering Committee Consumer Electronics

(Top level representatives of suppliers, retailers and GS1 in Europe)

GS1 in Europe User Group Consumer Electronics

Topics

Processes & Standards

- Supply Side
- Demand Side

Master Data

- European standard for Master Data Synchronisation.

Product Class.

- Development/Alignment of Product Class.

Implementation

- Driving Implementation (global/local)





Benefits

Manufacturers/Retailers will benefit from ...

- Platform for inter-business exchange of contacts, solutions and ideas
- One European voice
- Business process optimization
- Implementation of GS1 standards in the European industry
- Short to medium term wins through further implementation of
 - GS1 eCOM
 - GS1 Numbering systems (especially SSCC)
- Medium to long term wins through business process integration between industry partners





DACEI's offer

Process development and standardisation

- Participation in working groups
- development of recommendations
- Development of sector specific and standardised processes
- Conjoint realisation of benefits and potential of implementations

Dissemination activities

- Events, Information workshops
- Best Practice Guideline & recommendation for usage (MDM, GPC, EDI, supply and demand side)
- Public Relation Brochures (Flyer, Internet et al.)

Exchange of experiences

- Coordination of key facts between CE decision makers
- Pilotprojects/Best-Practice-Examples
- Strategic coordination between suppliers and retailers
- Internationalisation

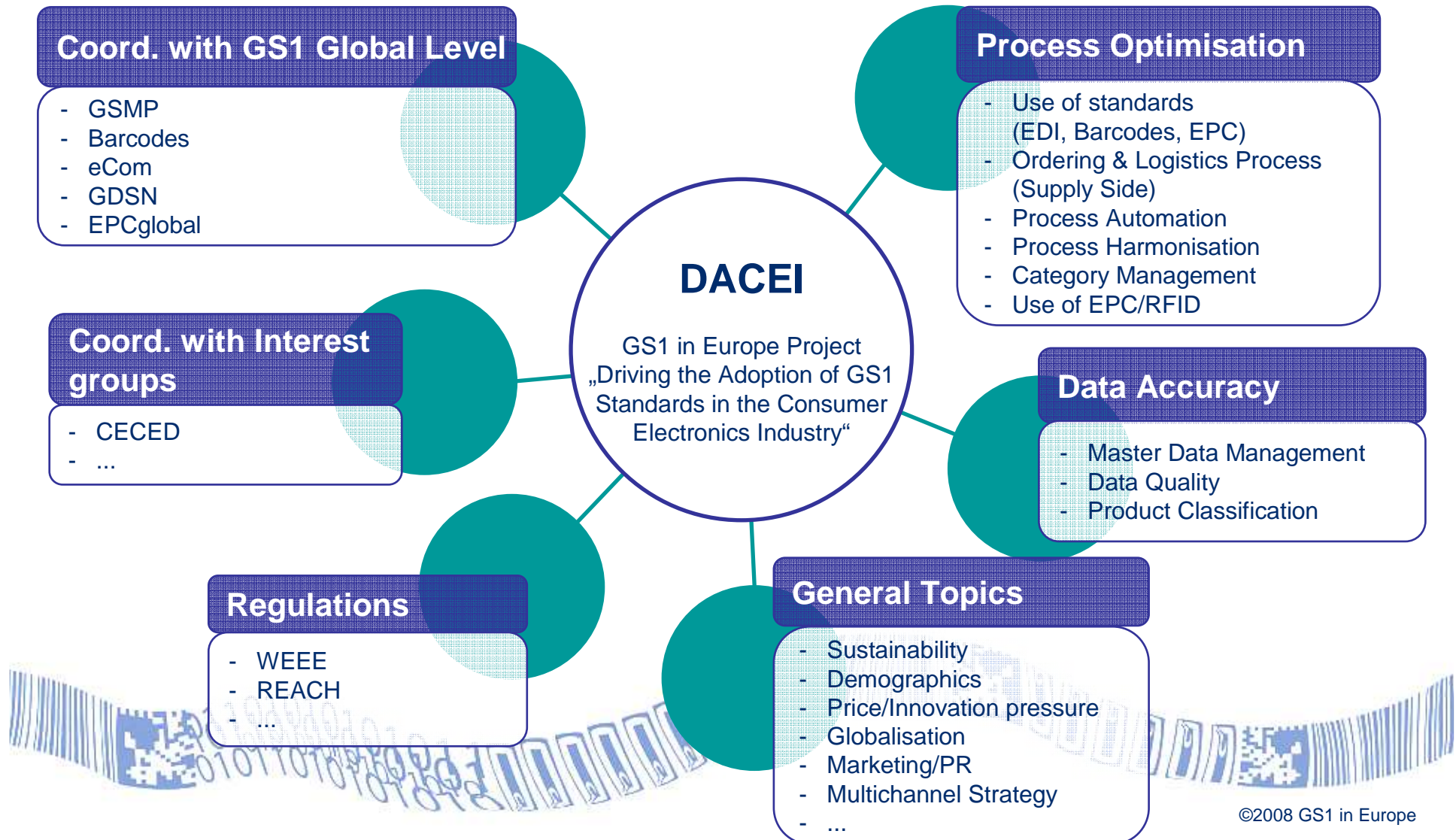
Implementation

- Training and coaching, internal/external
- Guideline/Road Map for the implementation
- Implementation initiatives
- Collaboration with GS1 Consult

Dialog with 3rd party service provider

- Collaboration in single working groups
- Support with technical expertise

DACEI – Current issues and developments





Relevant player – towards an European Network





Companies already working with GS1 on national level - retailers

retailers	home country	Working with GS1 MO	topic
Media Saturn	Germany	Germany	MDM
ep - Electronic Partner	Germany	Germany	MDM
expert AG	Germany	Germany	MDM
Markant	Germany	Germany	MDM
REWE Unterhaltungs- elektronik	Germany	Germany	MDM
PhonoNet	Germany	Germany	MDM
Sonepar	Frankreich	Germany	MDM
Comet	UK	UK	MDM
John Lewis PLC	UK	UK	MDM
Home Retail Group	UK	UK	MDM
DSGi	UK	UK	MDM
... Et al.			



Companies already working with GS1 on national level - retailers

retailers	home country	Working with GS1 MO	topic
Domex	Italy	Italy	EDI
SME	Italy	Italy	EDI
Gruppo GRE (Trony)	Italy	Italy	EDI
UniEuro (DSGi)	Italy	Italy	EDI
Mercatostore	Italy	Italy	EDI
Elite	Italy	Italy	EDI
Media World	Germany	Italy	EDI
Expert Italia	Germany	Italy	EDI
Euronics	Netherlands	Italy	EDI
... Et al.			



Companies already working with GS1 on national level - retailers

retailers	home country	Working with GS1 MO	topic
Alcampo	Spain	Spain	Logistics / Supply Chain-Analysis
Carrefour	France	Spain	Logistics / Supply Chain-Analysis
El Corte Inglés	Spain	Spain	Logistics / Supply Chain-Analysis
Eroski	Spain	Spain	Logistics / Supply Chain-Analysis
Estabilments Miró	Spain	Spain	Logistics / Supply Chain-Analysis
Euronics	Netherlands	Spain	Logistics / Supply Chain-Analysis
FNAC	France	Spain	Logistics / Supply Chain-Analysis
Media Markt	Germany	Spain	Logistics / Supply Chain-Analysis
Sinersis	Spain	Spain	Logistics / Supply Chain-Analysis
Urende	Spain	Spain	Logistics / Supply Chain-Analysis
... Et al.			



Companies already working with GS1 on national level - manufacturers

manufacturers	home country	Working with GS1 MO	topic
Panasonic	Japan	Germany, UK	MDM
Sony	Japan	Germany, UK	MDM
Procter & Gamble	USA	Germany	MDM
Toshiba	Japan	UK	MDM
Hama	Germany	Germany	MDM
Miele & Cie. KG	Germany	Germany	MDM
Groupe SEB	France	Germany	MDM
Indesit	Italy	Italy, UK	MDM
Philips	Netherlands	Germany, UK	MDM
20 th Century Fox	USA	Germany	MDM
Warner Home Video	USA	Germany	MDM
Electrolux	Sweden	UK	MDM
... Et al.			



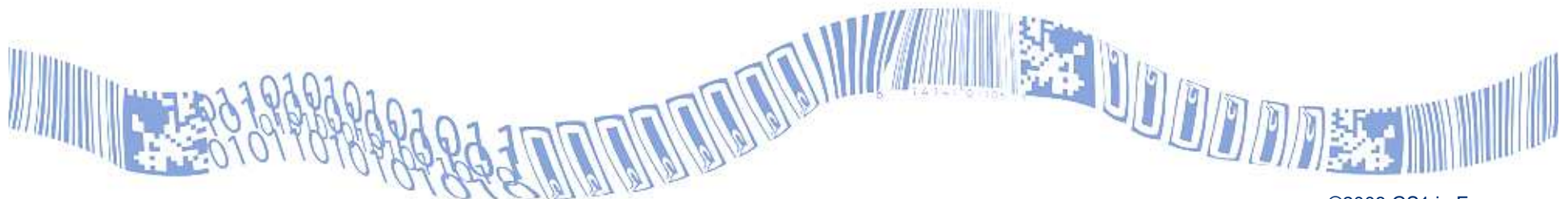
Companies already working with GS1 on national level - manufacturers

manufacturers	home country	Working with GS1 MO	topic
Epson	Japan	Italy	EDI
JVC	Japan	Italy	EDI
Panasonic	Japan	Italy	EDI
Sharp	Japan	Italy	EDI
Sony	Japan	Italy	EDI
Pioneer	Japan	Italy	EDI
LG	Corea	Italy	EDI
Samsung	Corea	Italy	EDI
Sagem	France	Italy	EDI
BSH	Germany	Italy	EDI
Indesit	Italy	Italy	EDI
... Et al.			



Companies already working with GS1 on national level - manufacturers

manufacturers	home country	Working with GS1 MO	topic
Philips	Netherlands	Italy	EDI
Electrolux	Sweden	Italy	EDI
Whirlpool	USA	Italy	EDI
... Et al.			





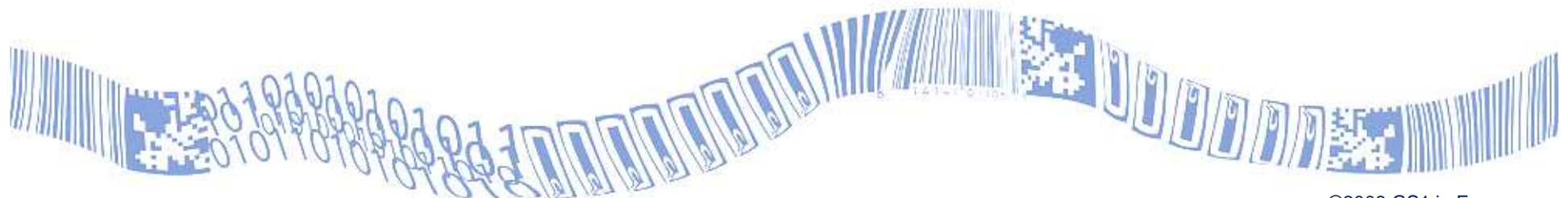
Companies already working with GS1 on national level - manufacturers

Manufacturers	home country	Working with GS1 MO	topic
Panasonic	Japan	Germany, Spain	Logistics / Supply Chain-Analysis
Canon	Japan	Spain	Logistics / Supply Chain-Analysis
Sony	Japan	Germany, Spain	Logistics / Supply Chain-Analysis
LG	Corea	Spain	Logistics / Supply Chain-Analysis
Samsung	Corea	Spain	Logistics / Supply Chain-Analysis
Nokia	Finnland	Spain	Logistics / Supply Chain-Analysis
BSH	Germany	Germany, Spain	Logistics / Supply Chain-Analysis
Philips	Netherlands	Germany, Spain	Logistics / Supply Chain-Analysis
... Et al.			



Companies already working with GS1 on national level - manufacturers

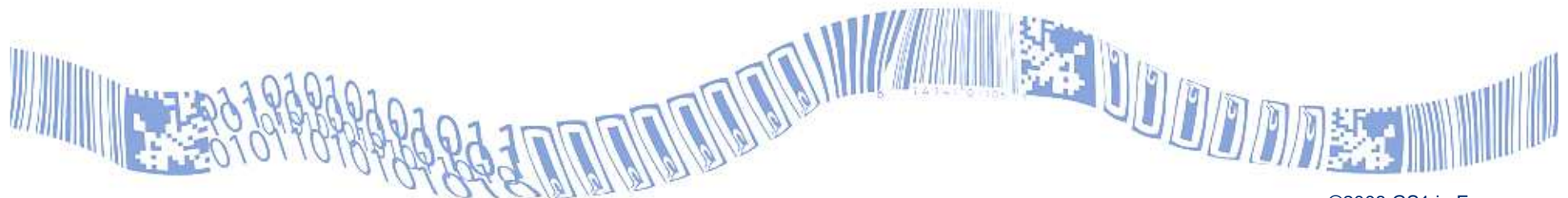
manufacturers	home country	Working with GS1 MO	topic
Fagor	Spain	Spain	Logistics / Supply Chain-Analysis
Electrolux	Sweden	Spain	Logistics / Supply Chain-Analysis
HP	USA	Spain	Logistics / Supply Chain-Analysis
... Et al.			





Companies interested to work on European level - retailers

retailers	home country	markets of activity	topic
Media Saturn	Germany	Germany, Italy, Austria, Spain, Russia...	MDM Logistics / Supply Chain-Analysis
Comet	UK	UK, ...	MDM
Carrefour	France	France, Spain	MDM Logistics / Supply Chain-Analysis
KESA Group	UK	UK, Metherland, France	MDM Logistics / Supply Chain-Analysis
... Et al.			





Companies interested to work on European level - manufacturers

manufacturers	home country	markets of activity	level of interest	topic
Electrolux	Sweden	Global	European, national	MDM
Indesit	Italy	Global	European, national	MDM
Panasonic	Japan	Global	European	MDM, Logistics / Supply Chain-Analysis
Sony	Japan	Global	European	MDM
Toshiba	Japan	Global	European, national	MDM
Philips	Netherlands	Global	European, national	MDM
Hama	Germany	European	European, national	MDM, EDI
... Et al.				



Companies interested to work on European level - manufacturers

manufacturers	home country	markets of activity	level of interest	topic
Procter & Gamble	USA	Global	European, national	MDM, GPC, EDI
Groupe SEB	France	Global	European, national	MDM, GPC
BSH	Germany	Global	European, national	MDM, GPC, EDI, Logistics / Supply Chain-Analysis
Warner Home Video	USA	Global	European, national	MDM
Miele	Germany	Global	European, national	MDM, GPC, EDI
20 th Century Fox	USA	Global	European, national	MDM
Electronic Arts	USA	Global	European, national	MDM, EDI
... Et al.				



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