



MASTERING WORKFLOW CONTROL AND DATAPOL COMPLIANCE

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PETER KENT

Inventory Data and Barcode Administrator, Masterpet Corporation

EXECUTIVE SUMMARY

Masterpet Corporation faces the universal FMCG challenge – bringing new products to market without delay. Bizcaps Enterprise software integrates with all Masterpet’s existing systems to ensure its entire supply chain runs smoothly and targets are met. When a major retailer required its product data loaded to GS1net, Masterpet looked to Bizcaps Eziform to simplify the process for each product. What looked like a very daunting process took just over a week and since then, has run without trouble, making data management less time-consuming and more cost-effective.

Company Name

Masterpet Corporation

URL

www.masterpet.com

Core Business Activity

Pet food and accessories distribution

IN SUMMARY

Key Business Challenges

- Continuous pressure to quickly bring new products to market.
- Requirement from major retailer to upload product information to GS1net.

Key Business Drivers

- Need to minimise compliance costs and time spent.

Evaluation Process

- 3 to 4 middleware providers were evaluated.

Solution Provided

- Bizcaps Enterprise
- Bizcaps Eziform
- Bizcaps integration with Masterpet’s existing systems and supply chain.

Key Business Results

- Uploading clean, accurate data now takes less time.
- Cost-effective compliance with business partners’ requirements.
- Data integrated with other Masterpet systems.
- Hassle-free migration to GS1net.

REQUIREMENTS

Masterpet Corporation, a leading New Zealand-based distributor of petfood and petcare accessories, faces the same challenge all FMCG businesses need to address in order to grow: the need to introduce new products, and get them to market without delay.

Masterpet uses Bizcaps Enterprise data and process management software to manage and co-ordinate the myriad of tasks involved in the introduction of new products, and the management of their extensive existing product data from acquisition and pricing to marketing and customer feedback. Bizcaps Enterprise integrates with all Masterpet's task-specific information technology systems and helps keep the entire supply chain operating smoothly.

However, when Masterpet was asked to load its product data to GS1net by Metcash (IGA Trading), it faced significant compliance and implementation costs. Its existing corporate database was difficult to use, and did not cater for dual currencies, or multiple barcodes for single products.

"It became immediately obvious that our everyday business systems required a huge and expensive upgrade if we were to encompass the fields required for GS1net verification inhouse," said Peter Kent, Inventory Data and Barcode Administrator at Masterpet. "We had several spreadsheets holding the information required, but no two read the same. With over 300 products (and over 900 SKUs) to load, the task seemed daunting."

SOLUTION

Bizcaps Eziform® made Masterpet's task simple. Eziform collects information from all of Masterpet's sources, and correlates its product data with cross references to Metcash's requirements. Eziform incorporates all the GS1net business rules, and makes entering and checking data fast and simple – so data is always clean, accurate and up to date.

"Eziform made the task painless and extremely quick. All the required data for over 900 items was loaded within a week," said Peter Kent. "We think the system should be called 'Very Eziform'."

Masterpet has since deployed a second Eziform database for loading over 250 new products (over 700 SKUs) for Foodstuffs NZ.

"I would recommend Eziform to anyone who has been asked to supply information to GS1net by their business partners," said Peter Kent.

BENEFITS

Saving Time

"We thought at first that introducing a new database may make uploading our product details a little slower," said Peter Kent. "But Eziform is so clear and simple to use that it is actually saving us time."

Competitive Advantage

"Our product information uploads to GS1net cleanly every time. Eziform means we are now speaking the same language as our business partners, the major retailers. It makes it a lot easier for them to do business with us and gives us a competitive advantage."

Responsive Service

"The support we've had from Bizcaps has been brilliant. They always respond very quickly to our queries, making any necessary adjustments within 24 hours."

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