

## **PRESS RELEASE**

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## **Road Map For Data Synchronization in the Alcohol Beverage Industry Released**

**LAWRENCEVILLE, NJ:** The Alcohol Beverage Industry Electronic Commerce Council (ABI EC) has released a research document that presents an implementation plan for data synchronization to help create seamless integration of product information throughout the supply chain. Entitled “Data Synchronization Road Map for The Alcohol Beverage Industry”, the white paper shows how manufacturers, distributors and retailers can improve productivity, time-to-market and efficiency, optimize business processes and reduce costs by implementing data synchronization.

The primary conclusion of the white paper is that data synchronization will build a more effective supply chain by enabling new product introduction to occur in a more efficient manner, enabling participants to re-use supply chain data, and by ensuring consistent, accurate data by incorporating validation and continuous updates. Among the other benefits that data synchronization delivers is the reduction of item discrepancies on orders and time spent resolving those discrepancies.

“Data synchronization is a cost effective solution that leverages a single standard to share product information while providing continuous communication to help ensure accurate data. It is also the starting point for future global supply chain initiatives such as Electronic Product Code™ / Radio Frequency Identification (EPC / RFID), collaborative commerce, anti-counterfeiting and traceability, all of which are critical to the future of our industry,” said Bill Fitch, Chairman of the ABI EC Council, and Enterprise Data Integration Manager at Southern Wines & Spirits.

More than 11,000 suppliers, retailers, brokers, distributors and wholesalers, including 40 members of the global alcohol beverage industry, are currently using the GS1 Global Data Synchronization Network® (GDSN®). The GDSN is an internet-based, interconnected network of certified interoperable data pools and the GS1 Global Registry® that enables companies to exchange standardized and synchronized supply chain data with their trading partners. The GS1 Global Registry acts as a “yellow pages

directory”, ensuring all data pools in the network comply with a common set of validation rules that support data integrity.

“In developing this project, the Council drew upon the expertise of our members, along with GS1 GDSN, software vendor LANSAs and 1SYNC™, to produce an easily understood process that calls on industry participants to act. We will now continue to work with our trading partners and other interested groups to ensure progress in data synchronization implementation across the supply chain,” said Steve Arens, Director of ABI EC.

The paper reports that to implement global data synchronization, companies need to involve all key departments, carefully select a software provider, communicate with trading partners and ensure internal data accuracy. Then the company must determine what data is required and how to link the data with the GS1 Global Registry, communicate the data synchronization plan to all members of the supply chain, integrate data synchronization with internal IT systems, and publish the data to the data pool. Finally, it must update trade item information as needed. The typical implementation process for data synchronization takes two to six months for demand-side customers and one to three months for supply-side customers.

**Note to Editors:** The complete “Data Synchronization Road Map for The Alcohol Beverage Industry” white paper is available at [www.abiec.org](http://www.abiec.org).

**About the Alcohol Beverage Industry Electronic Commerce Council (ABI EC)**

The Alcohol Beverage Industry Electronic Commerce Council (ABI EC) provides a forum for Alcohol Beverage Industry members to work together to further the use of electronic commerce. Current Members include Bacardi, Brown-Foreman, Charmer-Sunbelt, Constellation Wines, Future Brands, Glazer’s Distributing, Southern Wine and Spirits, William Grant and Sons USA and others. For more information visit, [www.abiec.org](http://www.abiec.org).