



CHALLENGE

Sun Products was formed when Unilever's North American fabric care business merged with Huish Detergents. The new company needed to quickly put in place data synchronization for its retailers.

SOLUTION

Sun Products relied on GS1 US Advisory Services and 1SYNC Professional Services to educate and train its employees on product identification and data synchronization practices. The team also provided recommendations for data governance in conjunction with the company's SAP implementation.

BENEFITS

- Sun Products gained in-depth knowledge, best practices, and training about all aspects of data synchronization and data governance.
- GS1 US Advisory Services and 1SYNC Professional Services provided hands-on support to help Sun Products meet retailers' deadlines, leading to stronger customer relationships.
- The successful transfer of knowledge enables Sun Products' ongoing data management operations.
- As Sun Products enhances its processes, greater efficiencies are expected with cost and time savings.



Sun Products Learning to Shine in Data Management

The Sun Products Corporation (Sun Products) is a leading manufacturer and marketer of fabric care and household products with annual sales of more than \$2 billion. The company was formed in 2008 from the combination of Unilever's North American fabric care business and Huish Detergents, Inc., a leading manufacturer of private label laundry and dish products. Sun Products' portfolio of established brands includes "all", Wisk, Surf, Sun and Sunlight laundry detergents and Snuggle fabric softener.

As the two product lines were coming together as one integrated portfolio, Sun Products recognized the need for one integrated data management system. The company's short-term objective was to quickly address its major retailers' needs for product data synchronization. And, as part of its SAP implementation, Sun Products needed to define and put in place a data governance infrastructure – people, policies and processes – for ongoing product identification and data management.

Many of Sun Products' major retailers – Walmart, Wegmans, Target and SUPERVALU, to name a few – require data synchronization with their suppliers. Meeting this condition was a top priority for the newly formed company.

"Here at Sun Products, we are committed to synchronizing quality data with our retailers. Keeping our commitments, delivering on what we say we will do – these are values we live by," explains John Cieslewski, manager of Master Data Management. "Even though we were still transitioning into one organization, we quickly put together a cross-functional team to accomplish the task at hand."

Highly organized and diplomatic, Cieslewski was the natural choice to lead the day-to-day operations of the team. In addition to IT, other members were recruited from Sales, Marketing and Business Development.

"Our team is small, yet we have all the right people to contribute – executive champions from IT and Sales, managers with product line and retailer knowledge, and data-entry administrators responsible for item management," says Cieslewski.

"We are very pleased with the in-depth knowledge and level of support [from GS1 US and 1SYNC]. No one in the industry knows more about data management than them."

*– John Cieslewski,
Manager, Master Data Management*

"We relied heavily on the GS1 US and 1SYNC team to recommend and document our new data management processes, and then teach us how to work the processes."

*– John Cieslewski,
Manager, Master Data Management*

Cieslewski also called on GS1 US™ Advisory Services for its expertise and support. GS1 US partnered with 1SYNC® Professional Services to address all of Sun Products' needs.

"We understood GS1 US and 1SYNC had very good guidelines and could make recommendations based on best practices – not only for data synchronization, but also for data governance. They also really knew and understood retailers."

The Immediate Need

Sun Products needed technical assistance in order to manage product identification and data synchronization activities. This was an immediate need based on retailers' requests – with completion required in a matter of months. While the deadline was pressing, Cieslewski wanted to ensure the activities transitioned into data management processes that were systemic and sustainable.

"I felt we were basically starting from scratch. We were determined to meet our short-term objective while building a foundation for strong retailer relationships," says Cieslewski.

The first steps taken were to assess Sun Products' current situation and fully understand the existing issues for precise recommendations and actions.

The GS1 US and 1SYNC team took a holistic approach, conducting interviews with key employees involved in both the current product identification and data synchronization processes. A deep-dive discussion about the interview responses

was conducted with the Sun Products team. Issues and areas for improvement were identified: product and location identification, barcode creation and quality, data synchronization, data quality and data governance.

Cieslewski advises, "From the assessment, we learned a lot about our new business and identified current and future opportunities. Definition of responsibilities, alignment of roles, assigning accountability – these were all critical steps for our new company. We also recognized the need to train our people."

GS1 US and 1SYNC experts provided onsite training sessions that included all data management topics, standards and solutions such as product identification via Global Trade Item Numbers® and Global Location Numbers, assignment rules, proper use of barcodes, and data quality and data management via the GS1 Global Data Synchronization Network™ (GDSN®).

"We relied heavily on the GS1 US and 1SYNC team to recommend and document our new data management processes, and then teach us how to work the processes," Cieslewski recalls.

They also provided hands-on support needed to get Sun Products' product data loaded into the GDSN for exchanging data with retailers.

"We originally planned on using a spreadsheet tool, but soon found this approach was too tedious. We got the help and training we needed. From Utah to Arkansas, our people were trained on the various item reports, how to correct errors and other invaluable skills needed when managing for quality data exchange," explains Cieslewski.

All requests from retailers were completed on time. "We met all of our deadlines with assistance from GS1 US and 1SYNC. And we have since been able to meet other requests from our customers. Although

we are not yet fully automated, we can respond and get it done," says Cieslewski. "We have achieved a lot, and will continue to improve."

The Future State

Sun Products was also planning its company-wide implementation of SAP applications. Leading this massive effort, Cieslewski and the team have included plans for Sun Products' data governance. "With recommendations from GS1 US and 1SYNC, we felt this was an ideal time to create a formal data governance strategy and plan for an ongoing program," says Cieslewski.

Cieslewski continues, "As we automate our data management processes and enhance our data quality procedures, we will have the mechanism in place to expand SAP to support our retailers' data requirements."

The team provided a recommended future state for Sun Products' ongoing data governance. Based on best practices, the recommendation gave Cieslewski the necessary details for an effective program.

"Many of their points confirmed what we thought we had to do," points out Cieslewski. "We also picked up some good ideas. The recommendation clearly documented the specific areas of improvements; for example, they identified several specific actions we will take for a better auditing process for our master data. We were provided documents and procedures, saving us time and making us better."

"The GS1 US and 1SYNC recommendation clearly documented the specific areas for improvement. . . We were provided documents and procedures, saving us time and making us better."

*– John Cieslewski,
Manager, Master Data Management*

The Bottom Line

With standardized processes resulting in improved data quality, Sun Products easily connects the dots when it comes to benefits for its business.

“Accurate, quality data has such an impact in our business and in our customers’ businesses,” says Cieslewski. “For us, it’s a basic requirement for serving our retailers.” And as Sun Products automates its processes, greater efficiencies are expected to translate into cost and time savings. Cieslewski quickly recommends GS1 US Advisory Services and 1SYNC Professional Services.

“The team was more than willing to step in and ‘go that extra mile’ to help us,” says Cieslewski. “I think they are some of the best organizations when it comes to consulting about data management and synchronization, data governance, all the data standards, you name it. The assessments and recommendations were right on target.”

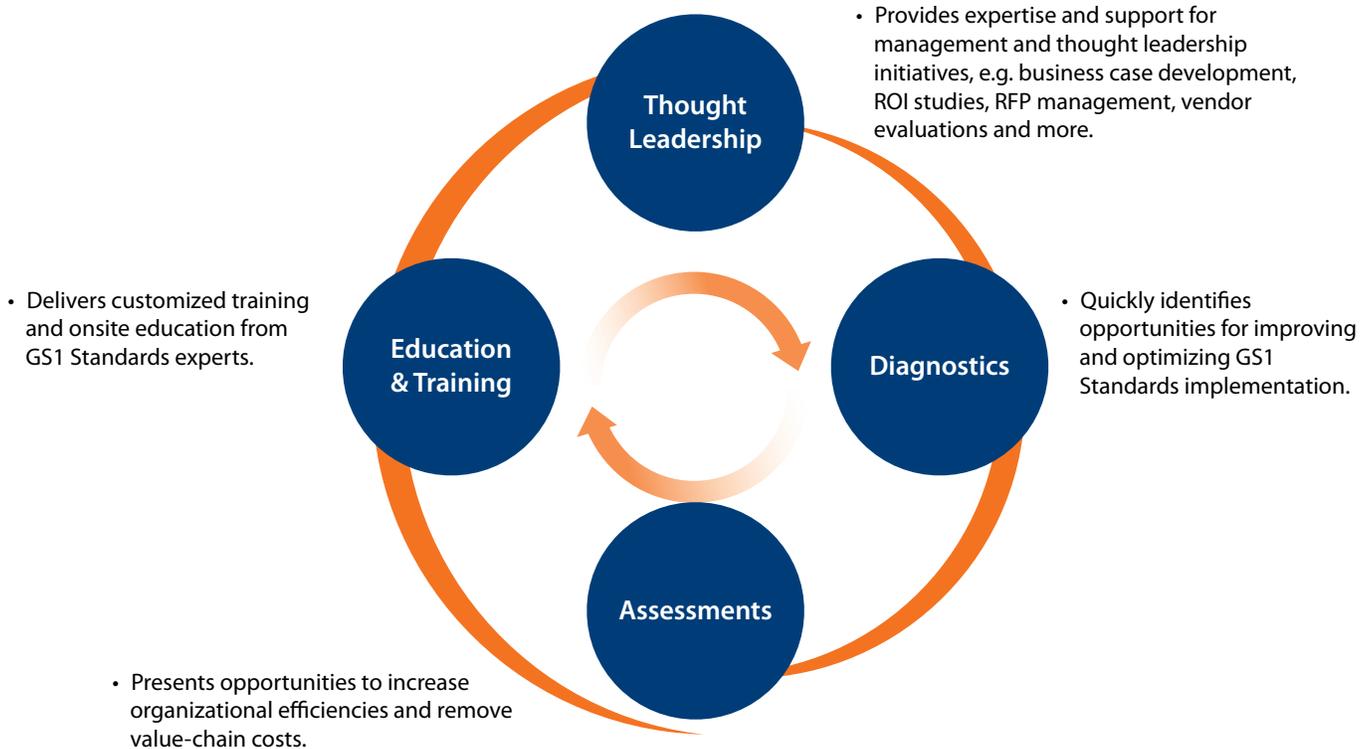
“We are very pleased with the in-depth knowledge and level of support. And, they successfully transferred their knowledge to us, which is most important. No one in the industry knows more about data management than them.”

The Last Word

Cieslewski considers all that his team learned (and is still learning) about data management and governance. What was his most important lesson about engaging GS1 US and 1SYNC?

“I can sum it up in one word: Training. Take full advantage of their expertise and experience and get all resources trained. Totally understand the processes, how they work and the associated benefits. With education and training, people are confident. They can plan better and respond to unexpected situations well.”

A Comprehensive Services Portfolio



GS1 US Advisory Services and 1SYNC Professional Services help enterprises better leverage their investments in GS1 Standards. The comprehensive portfolio of services includes planning, management, analysis, assessments and educational support for improved value-chain efficiencies.



CASE STUDY: Sun Products



CONTACT US

To learn more about GS1 US Advisory Services, contact Mary Wilson at mwilson@gs1us.org.
To learn more about 1SYNC Professional Services, contact Ali Moosani at amosani@1SYNC.org.

ABOUT SUN PRODUCTS

The Sun Products Corporation is a leading North American manufacturer and marketer of fabric care and household products with annual sales of more than \$2 billion. Headquartered in Wilton, Connecticut, Sun Products was formed in September 2008 from the combination of Unilever's North American fabric care business and Huish Detergents, Inc., a leading manufacturer of private label laundry and dish products. The Company employs 3,500 associates and maintains offices and Research & Development facilities in Fairfield County, Connecticut; Salt Lake City, Utah and Toronto, Canada. The Company also operates manufacturing facilities in Salt Lake City, Utah; Bowling Green, Kentucky; Dyersburg, Tennessee; Baltimore, Maryland and Houston, Texas. www.sunproductscorp.com

ABOUT GS1 US™

GS1 US is a not-for-profit organization that brings industry communities together to solve supply-chain problems through the adoption and implementation of GS1 standards. More than 200,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the cost effectiveness, speed, visibility, security and sustainability of their business processes. They achieve these benefits through GS1 US solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code-based RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code® (UNSPSC®). www.GS1US.org



ABOUT 1SYNC® PRODUCT DATA MANAGEMENT SOLUTIONS

1SYNC is dedicated to the implementation of product data management solutions that can reduce costly data errors, increase supply-chain efficiencies, and help companies of all sizes realize value from effective product data management. The 1SYNC Data Pool is the largest data pool in the Global Data Synchronization Network™ (GDSN®) with 50 leading demand-side members and more than 6,000 supply-side members worldwide. 1SYNC can meet the needs of any supply chain partner, industry, region, and Member Organization. www.1SYNC.org

1SYNC is a GS1 US Solution Partner.



CORPORATE HEADQUARTERS
10 South Riverside Plaza
Suite 2000
Chicago, Illinois 60606 USA

T +1 866.280.4013

E info@1SYNC.org

www.1SYNC.org

*Unparalleled Experience,
Unprecedented Results*

CORPORATE HEADQUARTERS
Princeton Pike Corporate Center
1009 Lenox Drive, Suite 202
Lawrenceville, New Jersey 08648 USA

T +1 937.435.3870

E info@GS1US.org

www.GS1US.org

Connect with the GS1 US community
at www.UConnectCommunity.org.

