

## Conair Meets Requirements for Global Data Synchronization

**Working with Capgemini, Conair became GDS compliant and began to develop a culture that recognized the value of process, data and system commonality**

### The Situation

Conair Corporation, based in the U.S., is a worldwide producer of trend-making products in personal care, fitness, cooking, communications and oral care. The company manufactures and markets personal care appliances, under the Conair and Pollenex brands, and small upscale kitchen appliances, under the Cuisinart and Waring brands.

Conair's multi-brand organization was managed as independent businesses with limited process, data or systems integration. Product data, required by retail customers for purchasing, merchandising and inventory management, was loosely controlled by a central organization with limited organizational influence. As a result, the product data was of low quality and accuracy. Data sampling suggested

that master data errors existed on 99% of all products. Conair's largest and most valuable customers (national retailers) initiated Global Data Synchronization (GDS) programs requiring the company to become GDS compliant.

### The Solution

Conair engaged Capgemini to support their effort to become GDS compliant. Conair and Capgemini developed a GDS compliance strategy and project approach for Conair. The project was completed by a joint Capgemini and Conair team consisting of supply chain, SAP, master data and business stakeholders.

“With an international marketplace and a diversified product portfolio, Conair recognized that item synchronization provides an opportunity to streamline its business processes and gain bottom-line benefits. Capgemini helped us realize and close gaps hindering item synchronization.”

Scott Brown, Director  
James Sajkowsky, Corporate MIS Director  
Conair Corporation



### The Result

Conair became GDS compliant and published product data to the UCCnet for several retail customers. In addition, a rollout strategy for additional customers was put in place. Most importantly, Conair began to develop a culture that recognized the value of process, data and system commonality.

### How Conair and Capgemini Worked Together

Global Data Synchronization refers to the electronic synchronization of item, price and trading party data and acts as a common language for the global supply chain. GDS facilitates collaboration between retailers and manufacturers through the adoption of global trading standards.

The Conair Corporation engaged Capgemini to support their effort to become GDS compliant in order to meet the requirements of some of their largest and most valuable retail customers. Capgemini developed a GDS compliance strategy and project approach for Conair. Based on the planning deliverables, a joint Capgemini and Conair team consisting of supply chain, SAP, master data and business stakeholders completed the GDS project in approximately four months.

The project team developed new business processes for product creation and maintenance that were adopted enterprise-wide. In addition, the team supported data cleansing and migration activities.

Middleware and application configuration was developed to support the UCCnet requirements. The project team also supported integration with the SAP applications to facilitate data synchronization. And they led change management and training activities to drive adoption of new product-related processes.

As a result of the GDS project, Conair became GDS compliant and published product data to the UCCnet for several customers. In addition, a rollout strategy for additional customers was put in place.

Errors in product master data were identified and a remediation plan was put in place. As part of the project, product master data for products sold to key customers was also remediated.

Most importantly, Conair began to develop a culture that recognized the value of process, data and system commonality.



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