

edicom **Data**

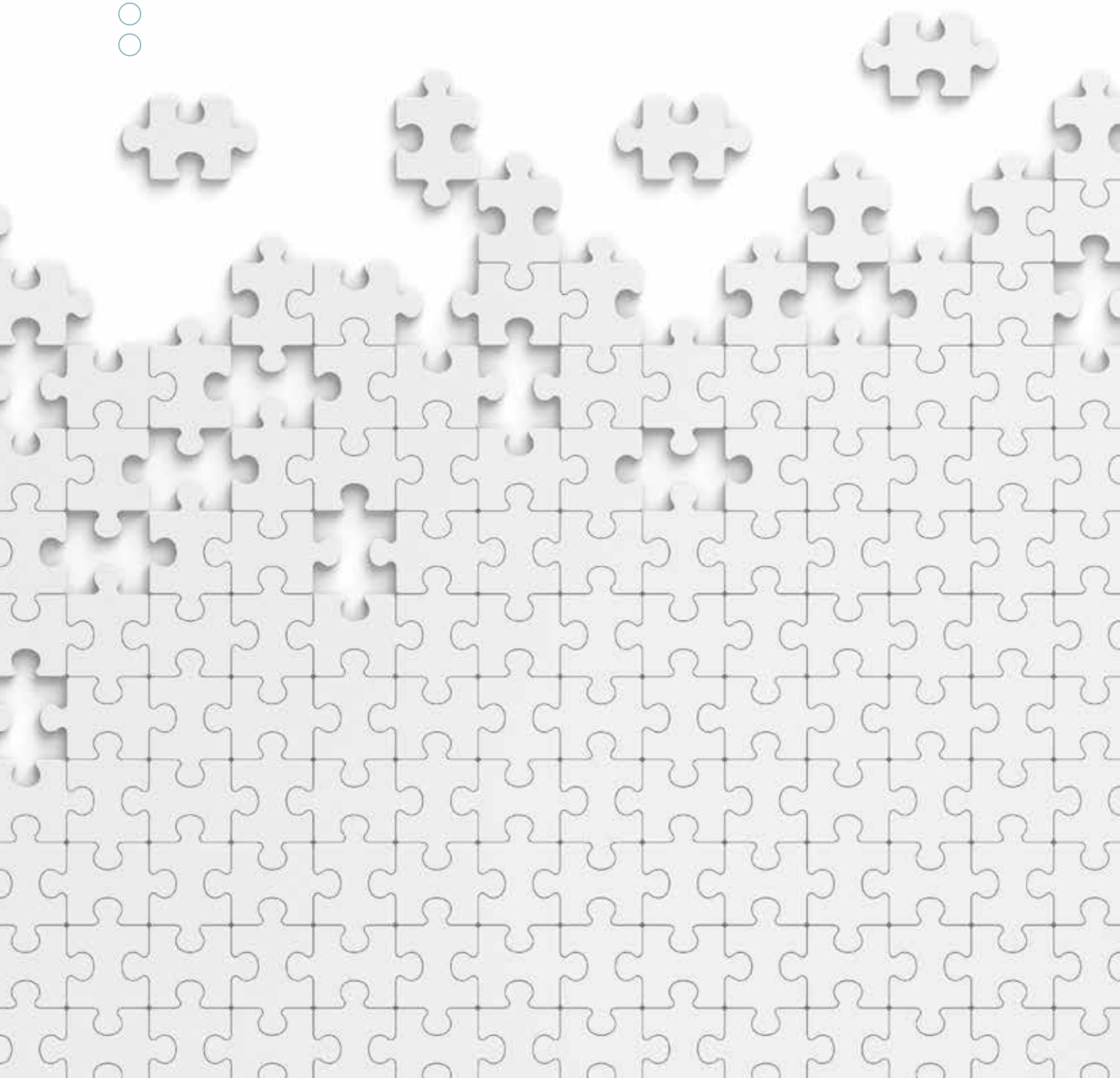
data synchronization platform

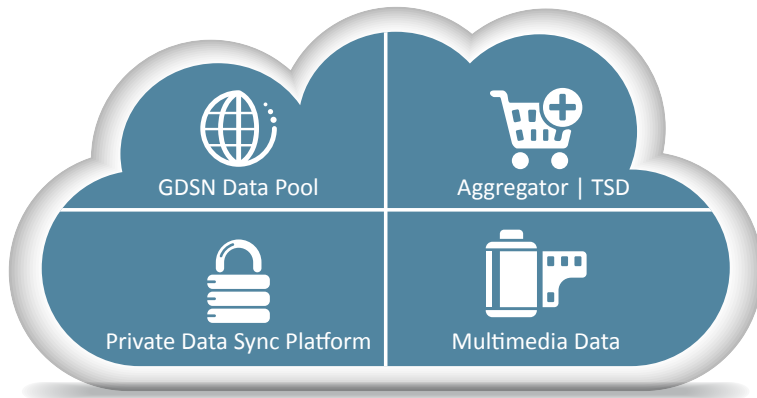
Worldwide data synchronization solution



OUR SUCCESS BEGINS WITH YOU

○ ○ ○ ○ → service provider | supply chain management...
... xml/edi | customer efficiency response | value added network | edifact | business intellig
... ediwini | xbrl | ebi mapping tool | edicom business integrator | odette | X12 ..
○ ○ → ... outsourcing | SOA | application





Advantages of using EDICOMData

- Information on products is permanently updated and available to partners connected to the network.
- Synchronize your product item details with your trading partners worldwide.
- Purchasing or sales processes are based on reliable information on product features.

EDICOMData is the e-Catalogue developed by Edicom to synchronize the flow of products and services between product suppliers and distributing companies.

A user-transparent solution bringing together specific functions that enable you to operate in B2B frameworks through the GDSN (Global Data Synchronization Network) or in private data synchronization communities.

Additionally, it includes specific solutions to manage key information for the end consumer, such as the multimedia content publication service or connection to the GS1 Source of Data network as an “Aggregator” data pool.

EDICOMData is the most complete product data synchronization platform, concentrating private management frameworks, “public” connectivity through the GDSN and GS1 Source networks and multimedia content Publishing Services.



ABOUT EDICOM



Edicom is an international benchmark in the development of technology platforms for B2B e-commerce solutions such as EDI (Electronic Data Interchange), Electronic Invoicing or product data synchronization.

We currently serve over 13,000 customers worldwide, some of them leaders in their respective sectors, such as Unilever, Bonduelle, Procter & Gamble, El Corte Inglés, etc.

More than 100 million business transactions are generated worldwide through Edicom solutions in ASP-SaaS mode, in sectors such as Retail, Healthcare, Logistics and Transportation, Automotive Industry, Tourism and Finance, etc.

EDICOM OFFICES

- VALENCIA (Spain)
- MILAN
- PARIS
- NEW YORK
- MEXICO D.F.
- BUENOS AIRES
- SÃO PAULO
- BOGOTA



EDICOMData

Certified Data Pool

EDICOMData is authorized by GS1 as a GDSN Data Pool, so is interlinked with all the catalogues/data pools making up the Global Data Synchronization Network.



“EDICOM fosters the development of standards, actively participating in global organizations to enable the worldwide spread of this knowledge.



GS1 WORLD

GLOBAL DATA SYNCHRONIZATION NETWORK

GS1 operations are based on the exchange and synchronization of information structured in XML format between the certified GDSN data pools.

GDSN (Global Data Synchronization Network) enables rules and Interchange processes for the information residing in the Data Pools interlinked worldwide. This way, information on a product listed in a catalogue or data pool is shared with the whole network.

The EDICOMData synchronization platform is homologated by GS1 International as a GDSN solution so can operate freely with any Data Pool linked to the GDSN Network.



DATA SYNCHRONIZATION PROCESS ADVANTAGES



SUPPLIER PUBLISHERS

- ▶ Time: **Product data updated in real-time.**
- ▶ Availability: **Updated product information available at point of sale.**
- Costs: **Savings on management costs by automating product data sending processes**



DISTRIBUTOR SUBSCRIBERS

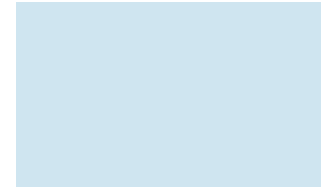
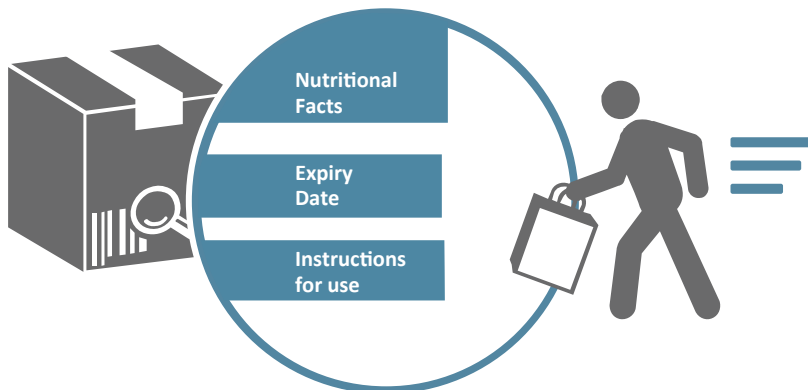
- ▶ Automation: **Automatic updating of article features and new references.**
- ▶ Precision: **Removal of language or cultural barriers by classifying products under the same criteria (different weights and measures systems, etc.).**
- ▶ Commercial Activity: **More effective point-of-sale promotions thanks to updated product data.**



GS1 WORLD
GS1 SOURCE OF DATA

Business to Consumer Network

GS1 SOURCE OF DATA, is a B2C (Business to Consumer) network developed by GS1 to provide businesses with information on products, structured specifically for consumption by end customers.



PUBLISHING FOOD INFORMATION

European regulation 1169/2011 stipulates that food product suppliers and distributors must:

- Provide additional food information on products.
- Make it accessible before purchase is made, both in physical sales at outlets and remote selling (online).

Data Repository: Aggregators



This model operates the same way as GDSN, using product data repositories called “Aggregators” to which retail distributors connect and synchronize to deliver information on their products to consumers.

- ▶ This initiative extends coverage of the GDSN network, traditionally focused on the exchange of B2B information, allowing the publication of specific information aimed at the end consumer.
- ▶ EDICOMData is an integral solution ready to operate with the GS1 Source of Data, interlinked with the other data repositories (Aggregators) operating in the network.



In the GS1 model, data are delivered directly to the subscriber, who must process them graphically to make them accessible to the consumer.



EDICOMData makes the information required by the European Regulation available to the final consumer, based on the details published by the supplier.

This information can be launched directly from the subscriber's online store.



EDICOMData is able to deliver the information published in line with the company's look and feel as a web page that can be accessed directly from the distributor's online store.





PRIVATE DATA SYNC. PLATFORM

EDICOM DATA POOL

Exchanging information through the **GDSN network** calls for publication and management of extensive product files so that they are valid and extendable to all subscribers. With **EDICOMData** you can access a **private and customized environment** where publishers and subscribers synchronize only the critical data they need to share.

AUTOMATION



EDICOMData makes publication, processing and integration of product data automatic.

CUSTOMIZATION

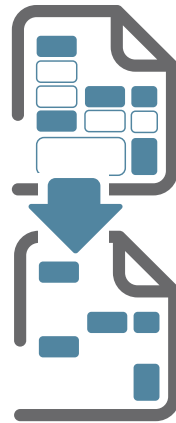


EdicomData's flexibility enables the development of data synchronization projects tailored to the critical business needs of the trading partners.

EFFICIENCY



Synchronizing only the essential information streamlines the management and product data updating processes.



EDICOMData Private Solution reduces the data management interfaces to the minimum required by the distributors.

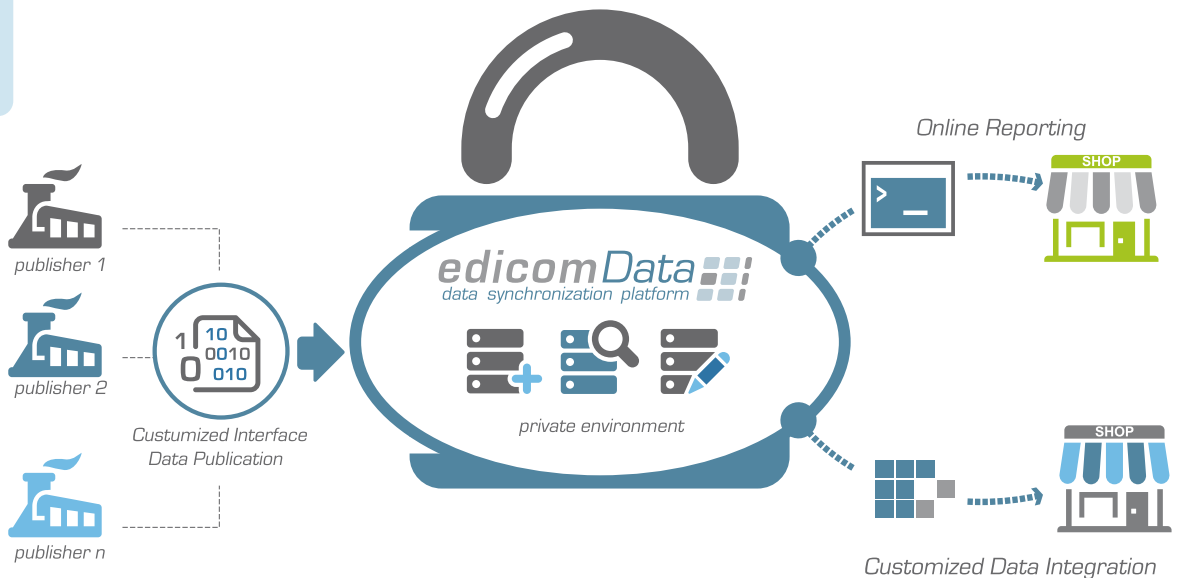


Exclusive handling of critical information using made-to-measure product files.



Quick start-up for data synchronization products.

INTELLIGENT USER-TRANSPARENT SOLUTION



1

The supplier delivers the minimum data required by the retailer.

2

Automatic processing of data for delivery in line with the customer's needs.

3

B2B data integration with the customer's information management system.

4

Access to the data processed for consumption by the end consumer through interfaces customized with the distributor's layout.



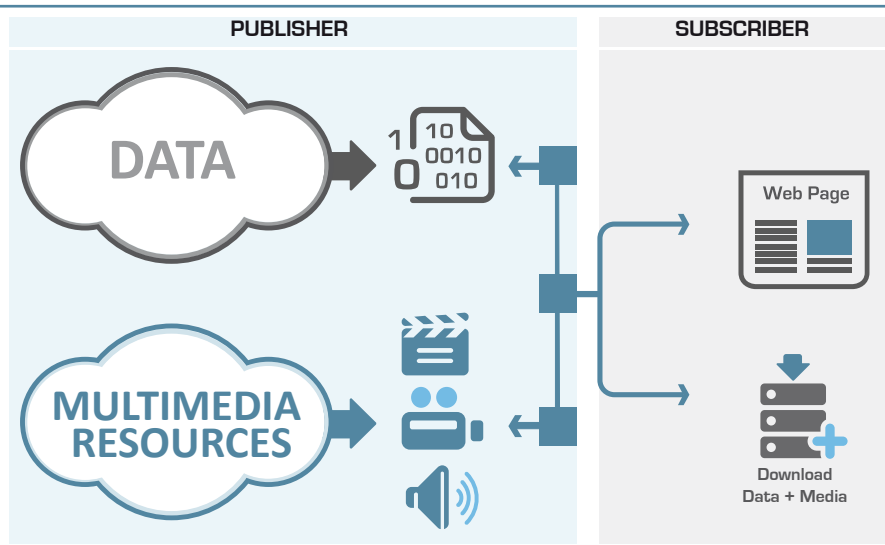
MEDIA

MULTIMEDIA DATA INFORMATION

EDICOMData allows the publisher companies to index multimedia files as images, videos or audio clips which are available to the Catalogue Subscribers.

The possibility of publishing information with these features resolves the issues of availability and access to multimedia content, placing them at the disposal of retail distributors and end consumers. (e.g. mobile devices, client webs, online shopping ...).

Indexing multimedia data and objects



STORAGE

Multimedia resources are duly stored in EDICOMData, relieving publishers and subscribers of these management and safekeeping tasks.



AVAILABILITY

Files are kept in our high availability framework, accessible for downloading or direct use through delivery of a URL with multiple parameters.

- 1 The publisher delivers the resources and the product details and updates them at the required frequency.
- 2 The solution enables indexing of B2B data (weights and measures, logistics information, legal information...etc), as well as multimedia objects focused on consumption by the final customer.
- 3 The information is processed to allow the composition of web format presentations that can be launched by the distributor to provide information from websites or mobile devices.
- 4 The subscriber can download data structures including multimedia resources for use later.

Aplicaciones B2C

- ▶ Publicity photographs
- ▶ Movie trailers
- ▶ Music clips
- ▶ Videogame Demos
- ▶ Book illustrations



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