



## What's New in Data Synchronization?

▪ Wakefern has increased the number of attributes that we are able to process through Data Synchronization. Previously, 39 attributes were processed internally, that number has expanded to 86 attributes.

▪ Additionally, we have made some recent database changes that will give us the ability to support and process complex hierarchies. These changes are available for Initial Load publications and will soon be available for New Item publications.

For additional details concerning Data Synchronization guidelines, please visit the Wakefern web site.

[http://www.shoprite.com/cnt/wakefern/WFC\\_GlobalDataSynchronization.html](http://www.shoprite.com/cnt/wakefern/WFC_GlobalDataSynchronization.html)



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# Data Quality



Wakefern Food Corporation  
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## Data Quality

Wakefern has been working on a multi-year project focused on improving the quality of item data throughout our organization. This project has led to the development of a number of programs that are aimed at meeting this objective.

- In the area of new applications, Wakefern has launched a New Item Portal to support the introduction of new items.

- Another initiative, item data synchronization has become a cornerstone to achieving our data quality objective. Through continued growth in this program, Wakefern is looking to become an industry leader in the area of data integrity.



## Status Update for our New Item Portal

Launched in September 2009, the Wakefern New Item Portal provides our trading partners with a web-based solution for the introduction of new items. Currently supporting the General Merchandise and Grocery divisions, it will soon be expanded to all product divisions. Some of the features in the New Item Portal include:

- 'Workflow' based system that automates the flow of new items.
- Provides all users with ability to track item progress.
- Numerous validations and edit checks to assist users and to prevent data errors.

Completion of our in-house training program is required for users to gain access to the New Item Portal. Contact Arlene Longo for more details (see contact information on back panel).

## What's New in Data Synchronization?

Wakefern has adopted Data Synchronization, the global standards based solution for communicating product and location information between trading partners, as a key business solution supporting our data quality initiative.

- Fully integrated with our New Item Portal, new item data published through the GDSN is incorporated in the new item submission process.

- Our suppliers play a critical role in ensuring the accuracy of the item data we receive through the GDSN, which emphasizes the importance of a certified data verification process as a first step to the item publication process.

- Wakefern has recently completed a number of enhancements to our Data Synchronization program.

*Turn page for more details.*

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