

Case Study

A Strong Choice: Advellence Implements Syndigo MDM at Denner



Initial Situation

The main drivers for this project were the challenges Denner faced due to the lack of centralised management of master data with varying quality levels. This was particularly critical with regard to regulatory requirements, for example, around traceability of product supply chains in the food sector. Such requirements have a major impact on the article specification process in quality management.

Further issues supported the introduction of an MDM system, such as enabling a 360° view of product data to support effective and flexible digitalisation of all processes – from article listing to the customer experience.

Goals

The project aimed to introduce an MDM platform that centrally manages and maintains article, supplier, and store master data. The core objective was to map all master data that needs to be accessed by more than one system centrally in MDM, thereby enabling a true 360° view of the company's most important data.

One goal was to increase data quality and transparency as well as efficiency across the organisation. Another goal was to map the entire listing process for new articles in an integrated workflow solution – including internal approval steps and product quality management.

At a Glance

Initial Situation

Master data not centrally orchestrated | inconsistent data quality | lack of data transparency

Project

Native SaaS solution | user-friendliness | integration capability | business rules | generic data model | flexibility and future-readiness

Objectives

Implementation of an MDM platform | increased data transparency | optimisation of quality management

Motivation

No central orchestration of master data | non-integrated data, systems, and processes

Solution Design

Development of business-specific workflows | high level of system integration | standardisation and automation of supplier data

Vision

Gradual rollout of MDM | maintenance of 10,000 articles | GDSN integration | diversification of output channels

In Conversation with Daniel Kirschbaum



Daniel Kirschbaum

Daniel Kirschbaum has worked at Denner in Switzerland since 2019 and has been involved in the selection process for the new MDM system from the very beginning. As Program Area Lead MDM, he is now responsible for the implementation and rollout of the MDM solution as well as GDSN integration.

What specific goals did you pursue with the MDM project?

Our primary goal was to centrally manage and maintain all article, supplier, and store master data. We therefore planned to map all master data that needs to be accessed by more than one system centrally in MDM, which would give us a true 360° view of our most important enterprise data. This would enable the listing processes for new articles to be mapped in an integrated workflow solution – from internal approval steps to product quality management.

Fundamentally, we also wanted to increase both the transparency and the quality of our data and create a reliable central data source for all our processes.

What role does Advellence play in the implementation of Syndigo?

Advellence has been a key partner for us from day one, and we continue to be impressed by the technical expertise of everyone involved in the project.

With their support, we are able to configure the standard MDM system very effectively according to our requirements and processes. For example, we were able to go live with product specification, including all review workflows, after just nine months.

What other project successes can you highlight?

We have already achieved a very good level of data quality and are particularly proud of the highly integrated interface between MDM and our ERP – in both directions. This has enabled us to significantly optimise our core processes around creating new articles with regard to data quality, which benefits the entire organisation.

About Denner

Denner is a Swiss discount retailer, the third-largest company in the Swiss food retail market, and part of the Migros Group. The company is currently running a major digitalisation program called "Summit," comprising seven sub-initiatives. A key element of this large-scale program is a new Master Data Management system, introduced in 2019 and implemented by Advellence, which has established itself as one of Syndigo's most important implementation partners in the European market. Denner is also rolling out additional initiatives such as a new BI tool and SAP S/4HANA.

Due to the importance of business processes related to article life cycle, Denner places particular emphasis on deep integration between SAP and MDM. These thorough integration efforts now provide the foundation for consistently quality-assured data across the company.

Motivation

The lack of centralised management of master data created several risks for Denner. Supplier data existed in varying levels of quality – a critical issue in the food sector, where retailers depend heavily on transparency and the traceability of product supply chains.

Non-integrated data, systems, and processes always lead to inefficiencies – and Denner was no exception. The company aimed to fully digitalise all product-data-relevant processes end to end.

Solution Design

In line with these challenges, the selection process focused on improving data quality and transparency, standardising and automating supplier data, avoiding manual product data entry, developing business-specific workflows and features, and ensuring strong system integration capabilities. The future-readiness of the new system also played a major role in the decision-making process.

Project

To find the right technology to meet these ambitious goals, Denner first conducted an in-depth market analysis, relying heavily on evaluations by established industry analysts such as Gartner. Riversand Technologies, acquired by Syndigo in 2021, ultimately stood out from its competitors with a unique differentiator: it was the only MDM provider offering a truly cloud-native SaaS solution.

Additional strengths included the system's user-friendliness, high integration capability, and low operational complexity for Denner's IT team. A typical characteristic of a cloud-native SaaS solution is the need to build the data model from scratch and configure the empty system accordingly. In addition, all business rules and permissions must be defined. While this initially requires a certain level of effort, the generic nature of the data model provides exceptional flexibility and future-readiness for the company.

For Denner, these advantages translated into investment security, which is why the decision was made in favour of Syndigo. For project delivery, Advellence was selected as the key European implementation partner. The combination of Syndigo MDM and Advellence as project partner proved to be a great success: with its hands-on mentality and strong implementation expertise, the Advellence team delivered quick and lasting results for the entire program.

Vision

The program extends over several years and includes the gradual rollout of MDM to additional product groups, adjustments to existing workflows to increase process efficiency, and expansion of the master data scope. By the end of the program, around 10,000 articles are expected to be managed and maintained in MDM.

Where today about 50 internal users work in the system, up to 1,500 external suppliers and private-label suppliers are expected to join in the medium term. In parallel, business processes will be further developed around the already implemented GDSN integration, which is designed to bring GDSN data into MDM and process it further. Once these milestones are reached, Denner has additional digital challenges already lined up.



About Advellence

As an experienced digital transformation partner for companies of all sizes and industries, Advellence supports organisations in the sustainable development of their digitalisation strategies – building on their existing IT landscape and process structures. With extensive technical and domain expertise, Advellence provides both strategic consulting and hands-on support in the implementation and integration of systems, data, and processes.

With our strong and continuously growing network of technology partnerships, we identify the ideal solution for any starting point – from data and information management to modern work solutions and advanced data and analytics scenarios that give your company the competitive edge it needs.

We connect all your data so it can tell your story. Technical precision is our craft; project execution is our passion. Consulting, technology selection, implementation, development, and integration: At Advellence, you get everything from a single source – with the **Advantage of Excellence**.

About Syndigo

With its Active Content Engine, Syndigo provides solutions for the entire product content life cycle – from master data management to the exchange of data and content between manufacturers, retailers, and end consumers. Thanks to its generic data model, Syndigo enables organisations to manage, enrich, link, and distribute multiple data types within a single multi-domain system and publish high-quality product content across all relevant channels.

Whether dealing with master data, product data, customer data, or location data, the platform handles it seamlessly. Its cloud-native technology and highly flexible data model offer unparalleled scalability and freedom in structuring data. In addition, Syndigo provides integration with the Sharedien DAM solution developed by Advellence.



Otakar Tomes, CEO Advellence

"As an integration partner, one of our key tasks is to optimally support communication between our clients and the system vendors."

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