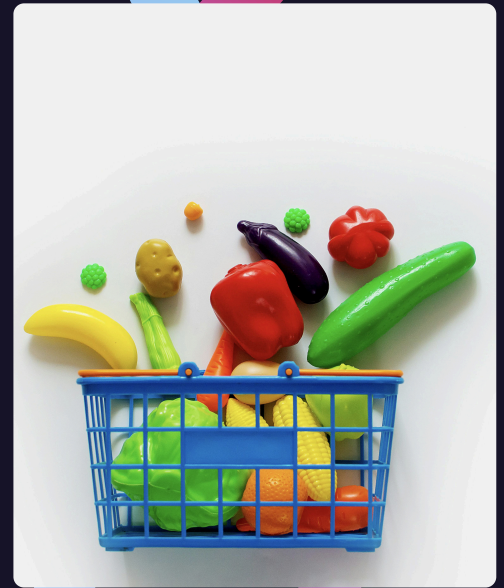


Case Study

A smooth transition. Advellence replaces legacy MDM at Coop Norge with Syndigo.



Initial Situation

Coop's Grocery Retail Business is vast, with many different chain names. This presented several challenges in their data management processes:

The need for a more flexible and strong system to handle future changes such as increasing environmental, social, and governmental (ESG) requirements was becoming increasingly pressing. Also, their legacy systems were becoming outdated, causing inconsistent data quality from external sources that took significant time and effort to correct.

Goals

The primary goal of the implementation project was to replace the legacy MDM system with Syndigo while protecting the running business, especially during peak performance phases like Easter or Christmas. While the software replacement was the primary goal, the project team decided to already start with streamlining and simplifying some of the processes for the business users.

At a Glance

Starting point

Increasing ESG requirements | Growing need for scalable and flexible data management

Project

Agile project method | Strong collaboration between the project teams | Carefully designed project timeline

Goals

Replacing legacy system with Syndigo MDM | Smooth transition that protects running business | First process optimisations

Motivation

Outdated legacy system | Inconsistent data | Data quality issues | Much time spent on correcting data and streamlining processes

Solution design

Careful planning | Project management around peak business times | Open communication

Vision

Replacement of legacy MDM with scalable and flexible solution | Building foundation for sustainable business processes

Motivation

Master data management is typically deeply integrated into the IT infrastructure and in the case of Coop Norge, the data model as well as an uneven quality of data received from external sources were additionally driving the complexity of the project. More than 2,700 suppliers with over 163,000 articles had to be integrated. This complexity is particularly pronounced in the food area, which was part of the project, where there are a lots of product categories and different ways to present and sell the products – for instance, as single items or as a multi-item package such as a six pack of cans.

At the same time, the project team had to make sure that the replacement would not affect the business processes – particularly in peak times like Easter or Christmas. Since the infrastructure of Coop Norge's network of stores and cooperatives is widely distributed across Norway and comprises many warehouses, too, the product structures and information needed to be very accurate to facilitate the order management.

Solution Design

The complexity of the project as well as the necessity to protect the running business while optimising processes required very thorough planning – not only for the most important sales phases for Coop Norge around festive days. Here, the experience and project expertise of the Advellence implementation team helped to define a clear roadmap for a sustainable, future-proof, and scalable MDM implementation.

The data transformation was an essential part of the implementation project as it basically combines two different data models: one for sourcing the product data from their suppliers into their ERP and one for the sell-side processes, which partly requires calculations, attribute combinations, and other complex mapping logic.

Project

The major success factors of the project were a very close collaboration between the project teams from Coop Norge and Advellence, perfectly planned project phases in accordance with the running business and its performance peaks, as well as a strong focus on replacing all data processes with the new system while covering all requirements and complexities.

This was only possible through an honest, open, and transparent communication between the teams, even during stressful phases as the launch date got closer. In addition, the agile project method ensured an incremental and transparent progress which helped to focus on the defined milestones and goals.

Vision

The goal of the project was to replace the legacy MDM system with a future-proof and scalable solution that not only covers a high level of complexity, but also empowers Coop Norge in building sustainable business processes. While the Advellence team continues to be in charge of supporting the new Syndigo solution at Coop Norge, further optimisations are already being planned as especially in the food area, the complexity of the data processes continues to grow.



About Coop Norge

Founded in 1906, Coop Norge has grown from a small cooperative society to a leading retail cooperative with over 1.8 million members and a network of 1,227 stores across Norway.

Their mission is to provide high-quality products at competitive prices while promoting sustainable practices and social responsibility. This vision aligns with their core values of cooperation, trust, and sustainability, which drive their long-term strategy and operational excellence.

About Advellence

As an experienced digitalisation partner for companies of all sizes and industries, Advellence supports organisations in the sustainable development of their digitalisation strategy on the basis of their existing IT landscape and process structure and is at their side with extensive specialist and technical expertise, both in an advisory capacity and in the implementation and integration of systems, data and processes.

With our strong and growing network of technology partnerships, we find the ideal solution for every situation and connect all your data so that it can tell your story. Technical finesse is our craft, project realisation 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.



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