

## About Advellence

As an experienced digitalisation partner for businesses of all sizes and across a wide range of sectors, Advellence supports organisations in the sustainable development of their digitalisation strategy based on their existing IT landscape and process structure. Drawing on extensive specialist and technical expertise, we stand by your side both in an advisory capacity and during 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 – from data and information management through to modern work solutions and data & analytics scenarios that secure the necessary competitive edge for your business.

We interconnect all your data so that it can tell your story. Technical finesse is our craft; project implementation is our passion. Consultancy, technology selection, implementation, development and integration: at Advellence, you get everything from a single source – with the Advantage of Excellence.

## About Eurogast

Ten long-established family businesses across 17 locations have joined forces to form Eurogast Austria. They have all been firmly rooted in their regions for many generations and serve the catering, hospitality and bulk-purchase sectors with a high level of personal commitment.

Eurogast's offering is perfectly complemented by the South Tyrolean fresh produce supplier Gastrofresh, which ensures cross-border freshness with regional quality products.

## ADVENCE

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## High user acceptance and automation lead to rapid success

The solution for the multi-domain master data management project is based on a central system that now serves as the linchpin for data acquisition, maintenance and distribution to a wide variety of systems, such as the various ERP solutions used by member companies.

By standardising key processes, Advellence has, for the first time, created a consistent, transparent data landscape that supports all stakeholders in meeting their individual needs. A central single source of truth enables a genuine 360° view of the entire product universe – from product ranges and product master data, through supplier and location information, to logistics data, images and purchasing terms.

Users were able to navigate the system largely independently from an early stage. The MDM provides consistent, verified and enriched information, on the basis of which each business can make decisions independently. In particular, the purchasing terms maintained in the Syndigo system play a key role here in providing the best possible support for joint purchasing negotiations through centralised information.

The member-specific listing information is then fed back into Syndigo MDM, where it is used to display the active items for each location. This creates a closed data loop that enhances transparency and significantly speeds up operational processes.

Another milestone in the collaboration with Advellence is the fully automated production of advertisements and leaflets via InBetween, for which Advellence programmed the data integration. This process, which previously required external agencies and incurred high costs, now runs efficiently with system support – a direct economic benefit of the new setup.

With the system implementation, Advellence supported the complete overhaul of all data structures. Great importance was attached to a thorough conceptual phase and precise scoping. Despite the complexity, the project team succeeded in going live with Syndigo-MDM in just five months – an exceptionally short timeframe made possible by excellent collaboration and a clear shared vision. The result is a robust, scalable platform that forms the basis for modern, data-driven processes across all member businesses.



*“Thanks to Advellence’s expertise and a strong project team, we were able to focus quickly on what really mattered and successfully roll out Syndigo in a short space of time. Syndigo is now the central hub of our data ecosystem at Eurogast. We would do it all again in a heartbeat.”*



**Emanuel Fuchs**  
MDM Project Manager at  
Eurogast

## Success Story

# Eurogast builds a central MDM platform with Advellence and Syndigo in record time



With the implementation of the Syndigo MDM system, Advellence has created a centralized platform for the uniform collection, maintenance, and distribution of all key data—such as master data, product data, and supplier data—from its member companies.

This single source of truth enables transparent, automated processes—from product assortments and purchasing terms to marketing materials. Thanks to a clear vision and high data quality, the system was successfully implemented in just five months.



#### Locations

17 Locations



#### Products

44.000+ Products



#### Customers

40.000+ Customers



#### Employees

2.000+ Employees

## Greater autonomy within the network

The introduction of the Syndigo MDM system was intended to radically simplify the data acquisition and distribution processes, which had previously been time-consuming and heavily manual. As Eurogast member businesses each use their own individual ERP systems, there had previously been no standardised database. The new MDM replaces an earlier in-house development, which was barely scalable and therefore not fit for the future.

Initial reservations were quickly dispelled by the new system's high performance and user-friendliness. At the same time, the MDM system's direct connection to InBetween enables the centralised, efficient creation of advertisements and leaflets, which were previously produced at considerable cost by external agencies. The project thus creates a modern, integrated platform for consistent master data and optimised marketing processes.