

**BOOSTING BUSINESS EFFICIENCY**  
**with smart data management**  
**member case sharing**

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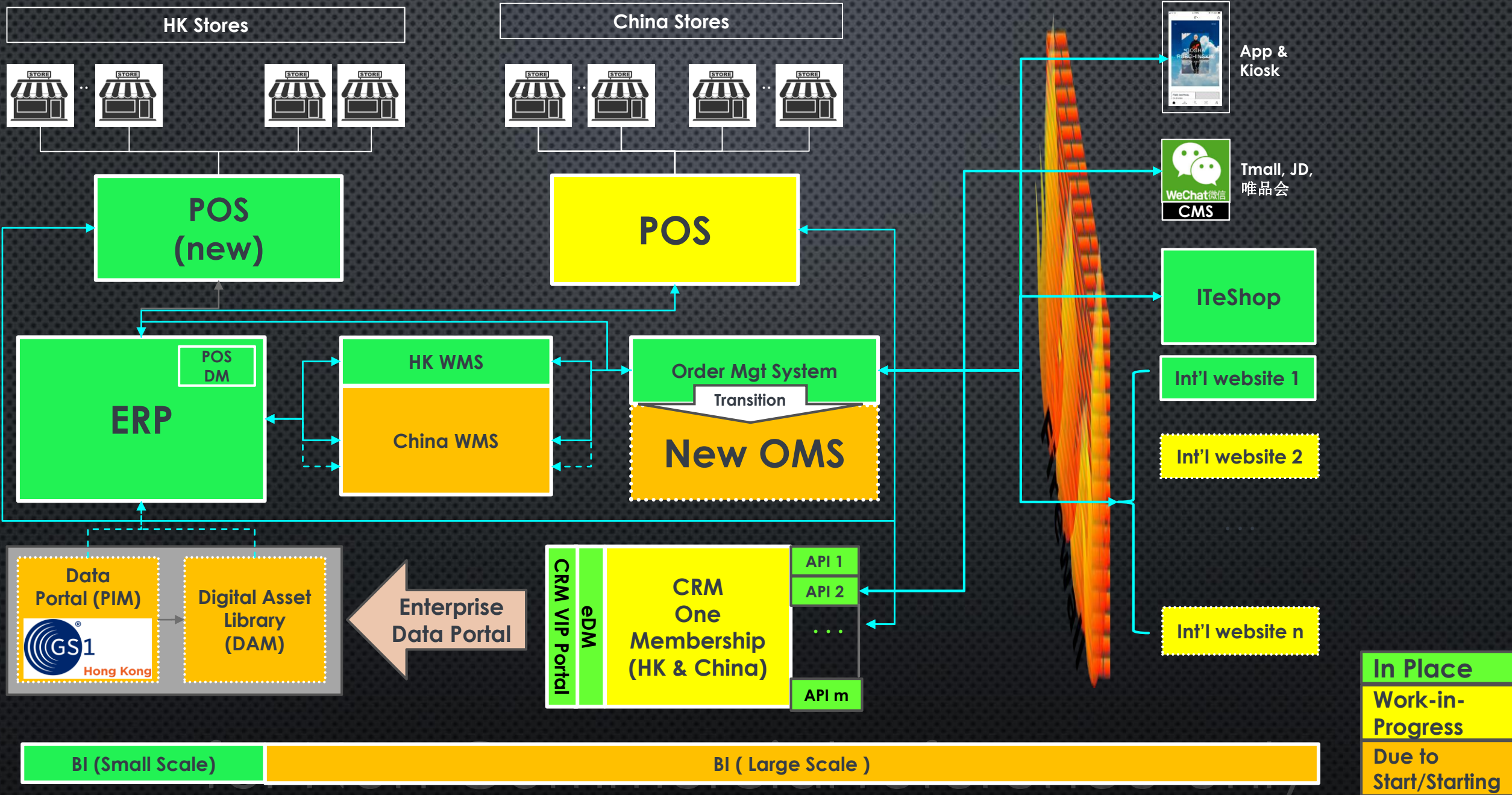
**WHAT I.T IS DOING**

**In**

**technologies ?**

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# a Picture tells a million things (一幅圖勝過千言萬語) – What we are doing now ?



**In Place**  
**Work-in-Progress**  
**Due to Start/Starting**

**BI (Small Scale)** | **BI (Large Scale)**

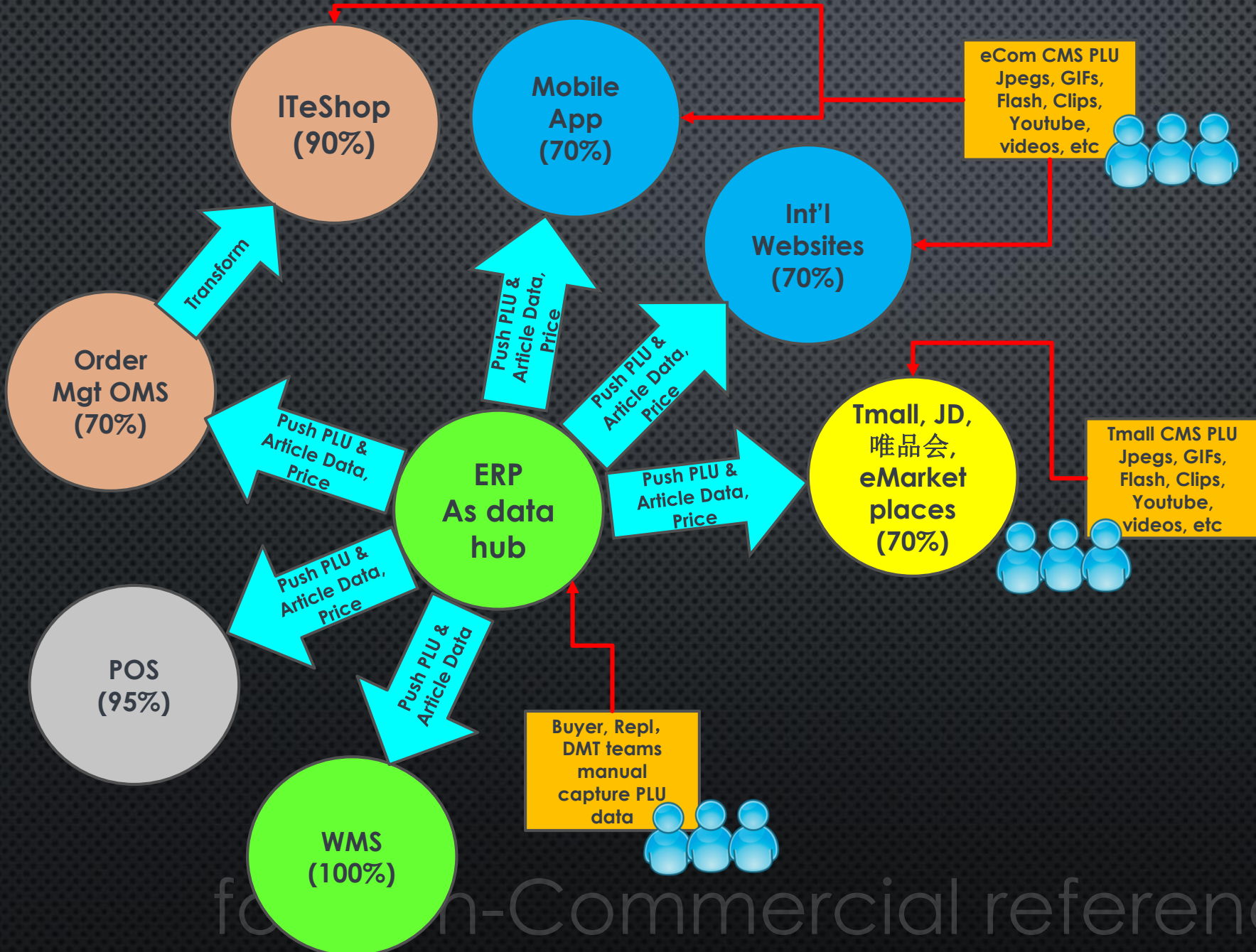
**WHAT ARE WE CURRENTLY DOING**

**in**

**Data management ?**

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# As far as Data is concerned, we are ALL OVER THE PLACES ☹️



## Our Pains:

- Lengthy Data Capture at ERP
- But **only <70%** of PLU data for all needs
- ERP as a **hub** to send data to diff channels, in multiple formats, no integrity – **Only Way** at the moment
- E-Com & Tmall teams **huge manual work** on CMS, contents, media
- **Tons of Excel work, inconsistency, error-prone and data stored All Over the Places**
- **Our O2O business can't survive like this if we want to grow !!!**

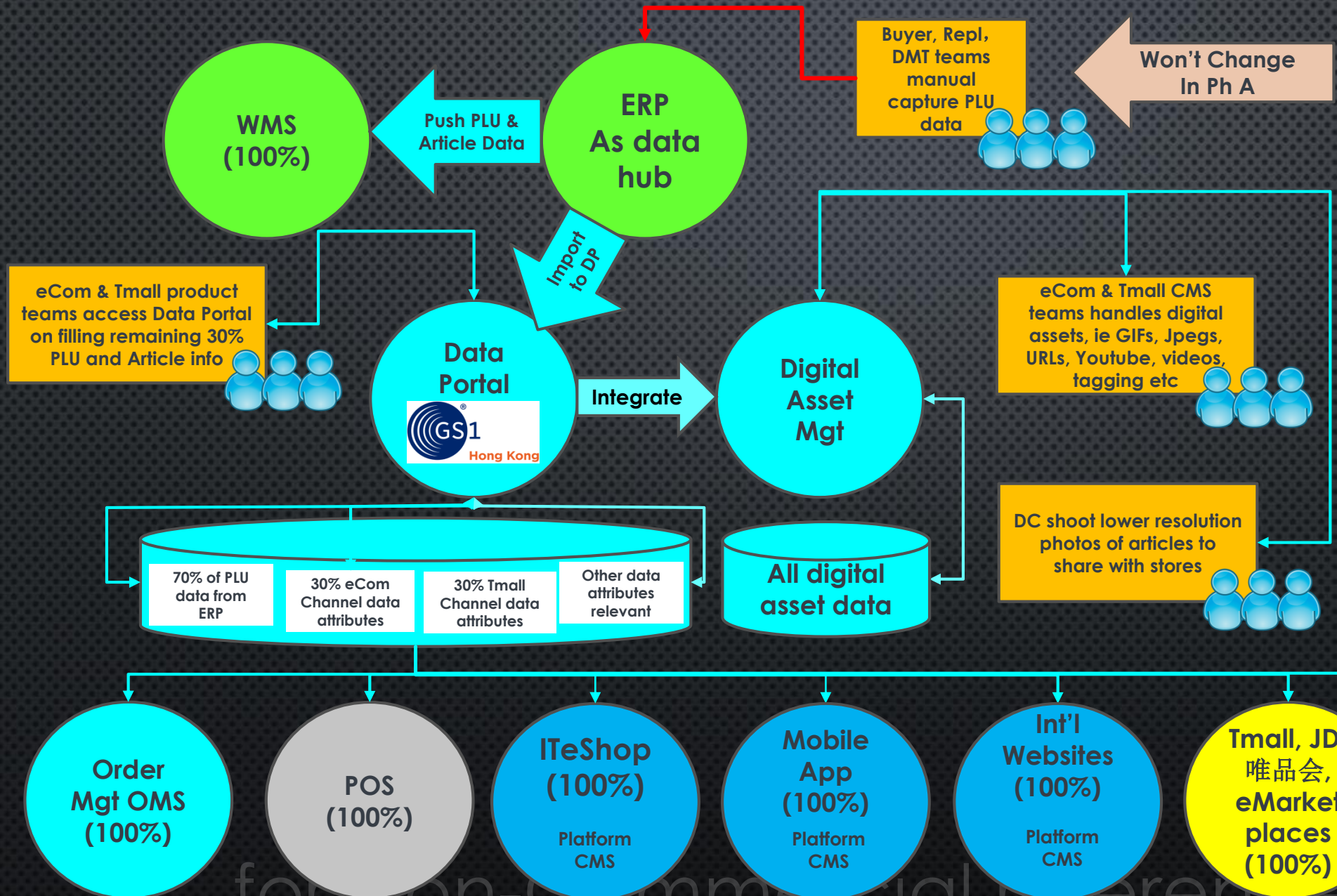
**HOW TO TACKLE**

**these pains**

**With smart data management ?**

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# We plan to boost Business Efficiency through Smarter Data Management



## Our Plan on Smart Data Mgt

- ✓ By Phases
- ✓ **Next 6-9 months** Target
- ✓ Keep ERP data capture
- ✓ GS1HK partner to build DP
- ✓ Other partner on DAM
- ✓ Export from ERP and import to DP all PLU & Article data, attributes
- ✓ Make buffer all attributes for eCom and Tmall O2O and other channels, POS, app, DC
- ✓ DP Build Workflows to trigger data maintenance from all these channel users by email & alerts
- ✓ Deploy DAM solution with minimal customizations, integrate with Studios on media capture
- ✓ Designers, CMS maintain contents, cosmetics, and media

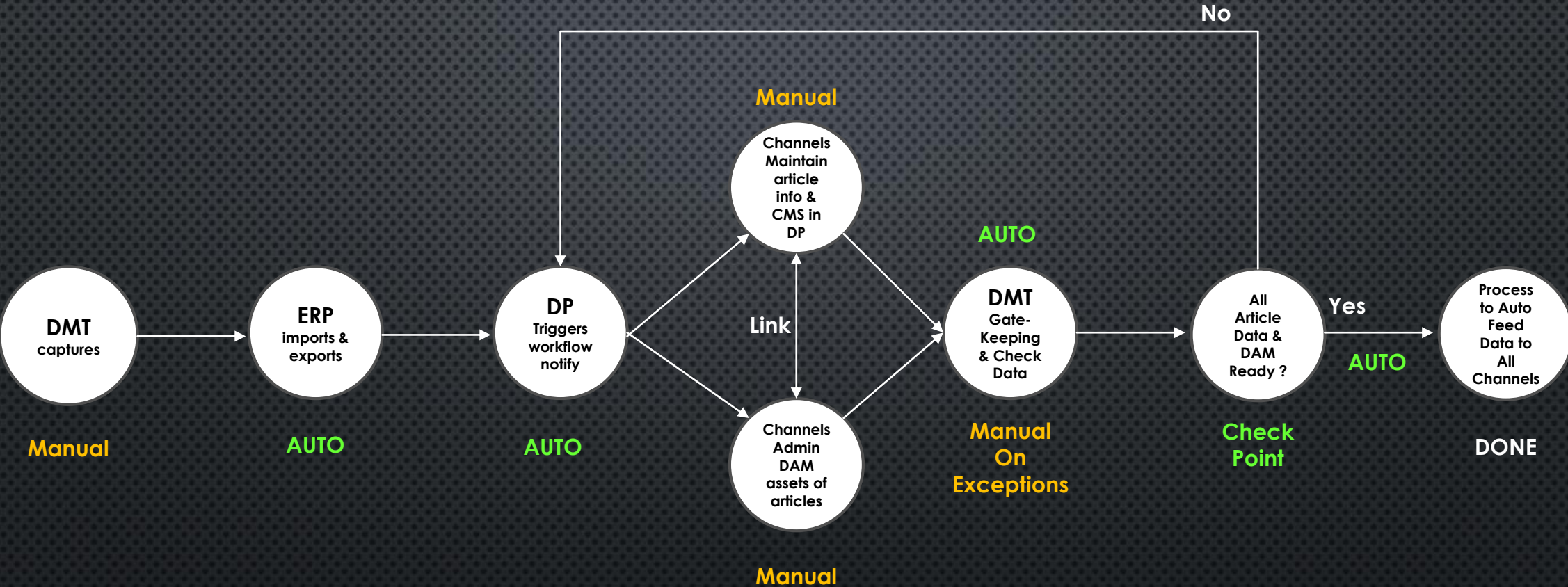
**TO MAKE IT WORK, DON'T RELY ON PEOPLE !**

**Use workflows & gate-keeping**

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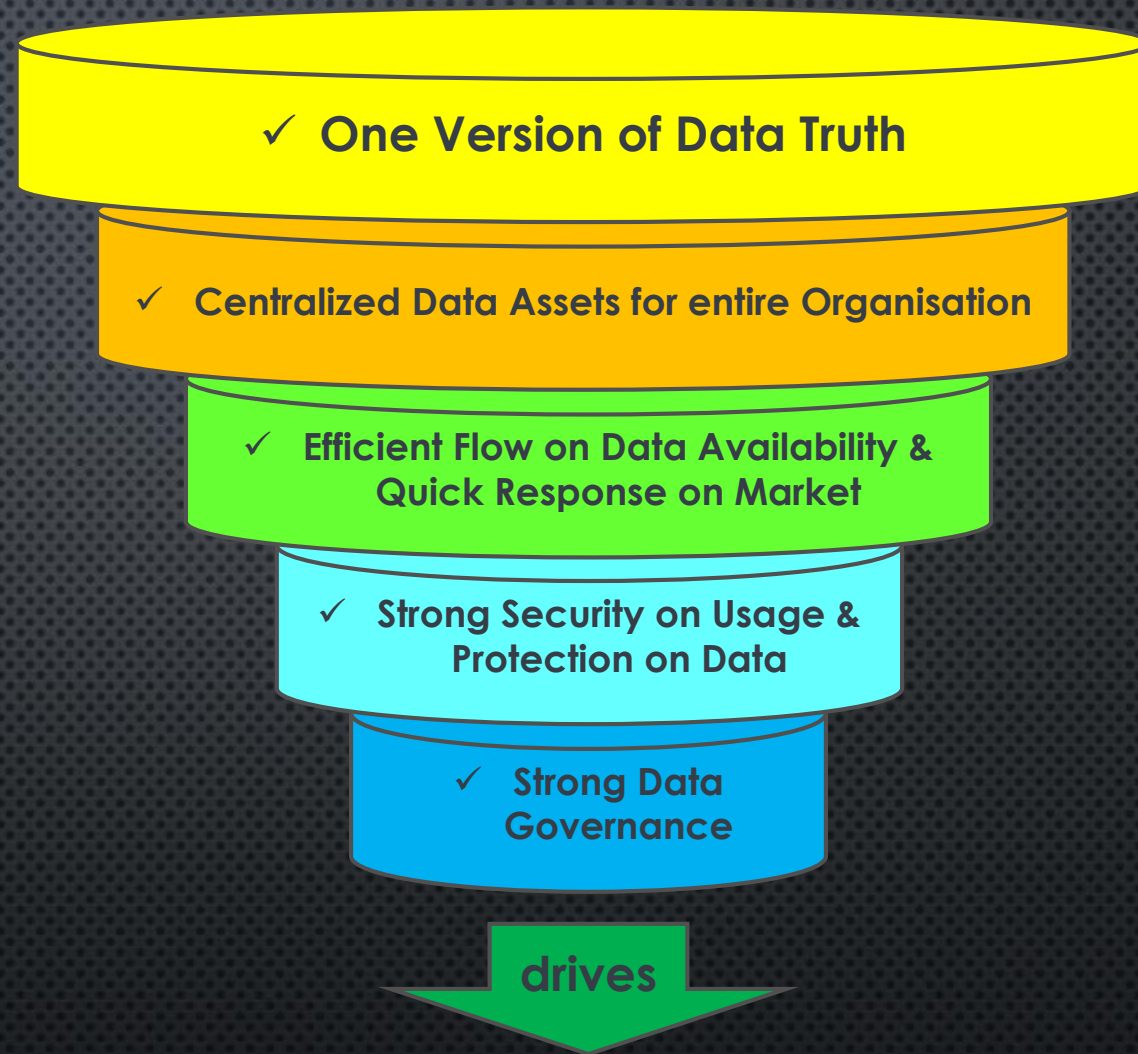


# Rely on Workflow, Not on People, Plus Gate-Keeping Controls



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## KEY BENEFITS ?



**BUSINESS EFFICIENCY & VALUES**

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- ✓ To anna, and all gs1hk colleagues
- ✓ To All of you who bear with me in this afternoon
- ✓ Wish you all a good day 

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