

A background image of a grocery store aisle, heavily blurred to create a sense of motion and speed. The shelves are filled with various products, and a person is visible in the distance. The colors are vibrant, with a mix of blues, greens, and yellows.

Digital DNA

Transforming product data management
for today's grocery world

Are we fit for the future in retail?



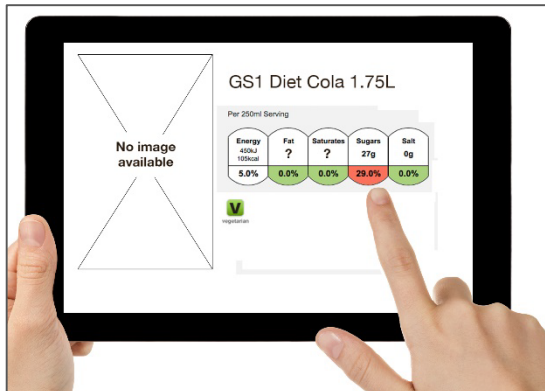
We're struggling to innovate...

New market entrants are developing the future



Failing to keep up with global leaders

Increasing risk of brand damage



Failing to protect the consumer

Industry is aligning behind a single vision

Retailers and brands are working together to design and create a common industry approach for product data management in UK grocery.

The group commissioned a study which was carried out by PA Consulting. This uncovered a compelling case for change in the industry.



A photograph of a modern grocery store aisle with tall shelves stocked with various products, including boxes of cereal and bags of snacks. The lighting is bright, and the shelves are organized neatly.

A world class retail environment – built on accurate data enabling informed decisions

Collaboration

Retailers and brands working together to deliver a common industry approach – to move beyond today's barriers and to shape the future of UK grocery

Efficiency

Reducing complexity and eliminating non-value added activities – so retailers and brands can differentiate, innovate and grow, through a platform of accurate data

Shoppers

Providing shoppers with the information they need to make safe and confident purchasing decisions, based on:

- Health and wellbeing
- Lifestyle choices
- Sustainability

Shoppers are looking
for more information

2 million

people in the UK have food allergies



1/4

of shoppers use
nutrition labels to
make choices



80%

of product data
is inconsistent



The Digital DNA programme will create a world where...

- As a brand I can provide quality product data that suits our business and in a way that works for everyone
- As a retailer I can get quality product data I trust, when I want it and in a consistent format that I can easily use
- As a shopper I have access to quality product data that I can rely on to support my lifestyle choices

This will transform the way we work

A photograph of two young girls, one with long brown hair and one with dark hair in pigtails, both wearing school uniforms, looking intently at a tablet computer they are holding together. The background is a blurred classroom setting.

We will drive value through industry collaboration

Where common industry platforms for product data management exist elsewhere, there are tangible benefits for both retailers and brands:

- Higher sales, lower costs
- Clear accountability
- Industry consensus on changes

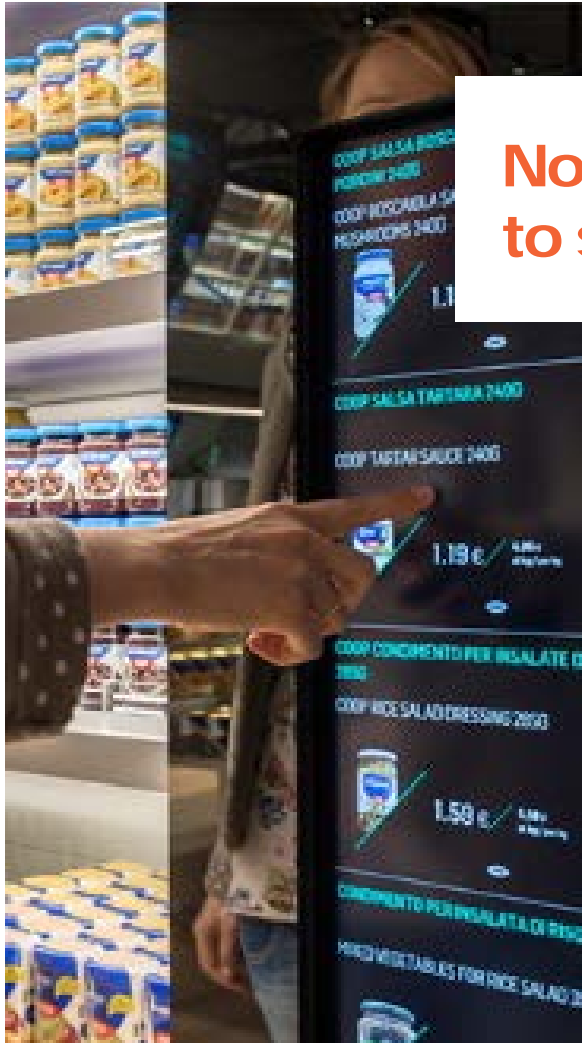
A common industry approach makes sense



You will spend less time caught up in the detail

- Take out complexity
- Eliminate non-value added activities
- Stop local workarounds and manual data capture
- Save staff time spent scrutinising, resolving and re-keying data
- Improve accuracy and data quality

Competitive advantage is gained by predicting and responding to shopper needs, not by defining and setting up accurate product data



Now is the time to grasp the opportunity to save £200m in costs and lost sales

The UK is behind several developed markets, so we need to learn from their implementations.

We're developing a platform for exchanging high quality product data that is:

- Built on open global standards
- Not constrained by service providers
- Governed by the industry for the industry

This will enable UK grocery to make a significant leap forward in product data management and prepare for the future ahead.