

A photograph of several potted plants. In the foreground, a large green leafy plant is in a white pot. To its right, a smaller plant is in another white pot. In the background, a glass globe sits on a white surface. The text "Effective (New) Master Data is key to value realization" is overlaid on the image.

Effective (New) Master Data is key to value realization

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Effective (New) Master Data is key to value realization

- 1 IT – Delivering Business Value
- 2 How it all started...
- 3 Current master data status
- 4 A deep dive into value created
- 4 Next up...
- 5 Summary: Challenges and Solutions



Master Data once focused on internal backend systems and controls, going forward they will be key in creating customer value

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IT – Delivering Business Value

Group IT will, based on the right competency and involvement, make every day easier for business, customers, partners and society

- Increase presence in the marketplace
- Increase conversion of customers and sales
- => Increase market share

- Improve customer satisfaction
- Improve price/value perception
- => Improve profitability

- Drive data driven operations and customer dialogue
- Deliver large scale benefits and automation
- => Drive cost effectiveness

- Ensure cooperation and communications
- Reduce and manage business risk
- => Ensure Business Continuity

...to enable a winning customer experience and a stronger company

Customer Journey

Build a digital journey to support life with plants and drive conversion of OMNI sales Ecom and Stores



Operations (Store and Hubs)

Create efficient solutions to support / free up time for better customer care



Employee Journey

Multiply the value of our employees by digitally enable all employees for work and education



Core IT functionality and Security



Continue digitalization and a mobile first approach for customers and employees - based on solid security

Maximize the customer experience; Customer value is the sum of anticipated utility, experienced utility and retrospective utility*

* Thanks to Stanford School of Business for the definition



Anticipated Utility

Planning the garden or interior space with flowers and plants. Anticipating the results for a garden or interior space with flowers and plants.



Experienced utility

Working with the garden or the interior space and the flowers and plants that is established throughout the year.



Retrospective utility

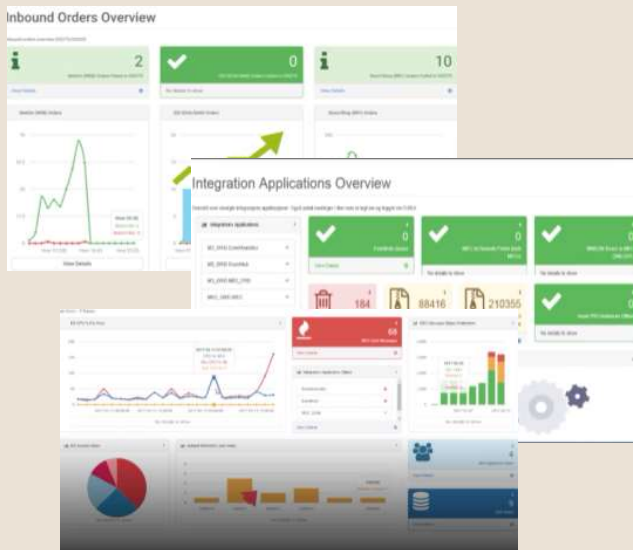
Memories from using the garden or the interior space including the flowers and plants.

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It all started with Butler and the idea that IT process monitoring could be used to support the business

Vince Butler

A real time monitoring tool for transactions and interfaces that creates business value



User management

Diverse user group that understood how to monitor informational processes



Efficient issue management

Efficient management of issues allows for better quality operations and cost savings

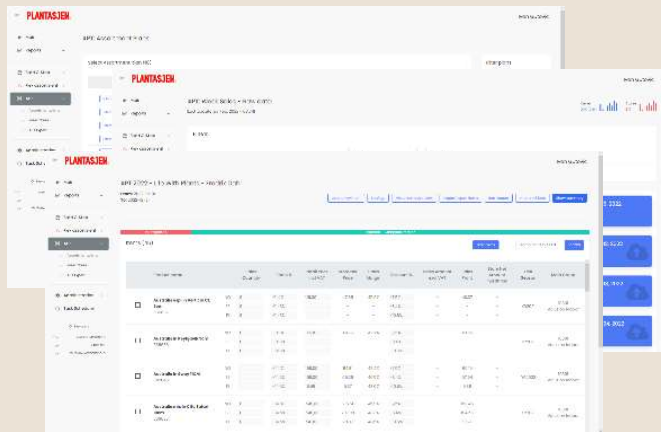


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Plantasjen – together with Vince – have developed a suite of solutions to optimize retail (master data) performance

Assortment Planning

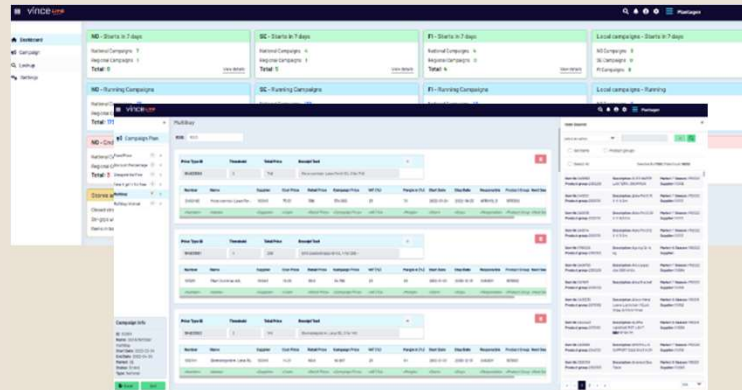
By visualizing eCom order queues and handling end-user data properly all store can give proper OMNI services



- ✔ Manage initiation of master data for product and prices
- ✔ Manage structures for product hierarchies and assortment planning
- ✔ Manage seasonal behaviour for all products at individual stores

Price and Discount Engine

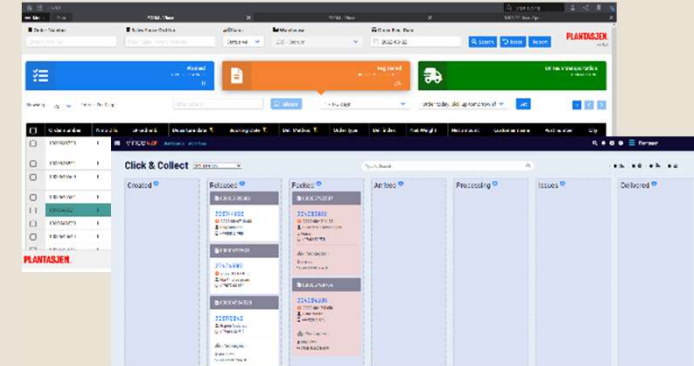
A complete toolbox and application to manage prices and discounts internally and across external channels



- ✔ Monitor and control all sources of price and discount input
- ✔ Timely distribution of information for practical purposes in channels
- ✔ OMNI channel coverage in design and functionality

Ecom management at Stores

By visualizing eCom order queues and handling end-user data properly all store can give proper OMNI services



- ✔ Manage eCom orders for local Stores for Click & Collect / Deliver
- ✔ InStore queue management for click and collect based on queue type
- ✔ Management of pick groups, and smart picking and packaging

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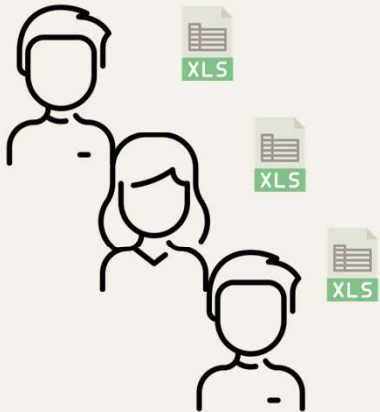
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Retail Price & Campaign

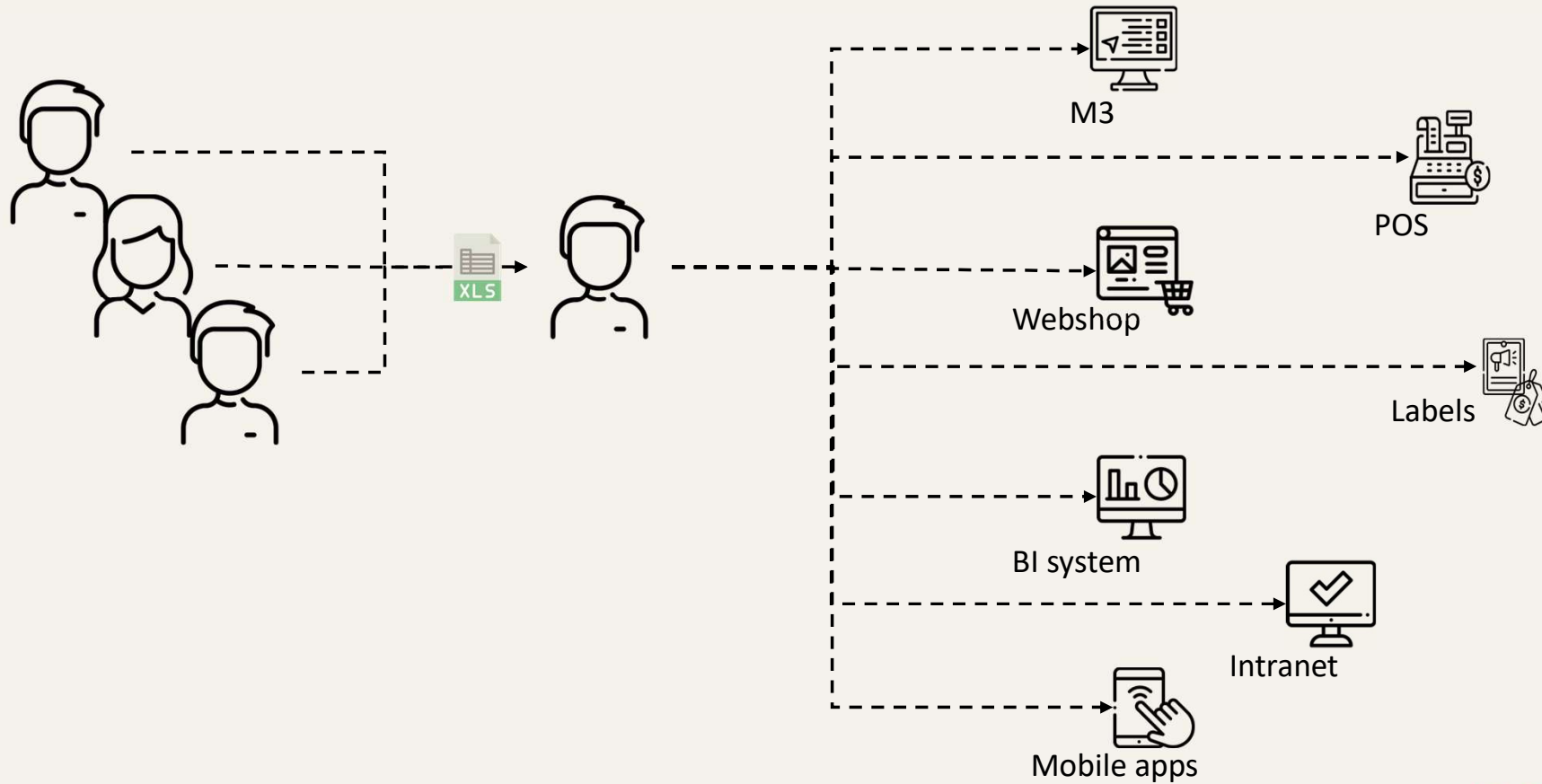
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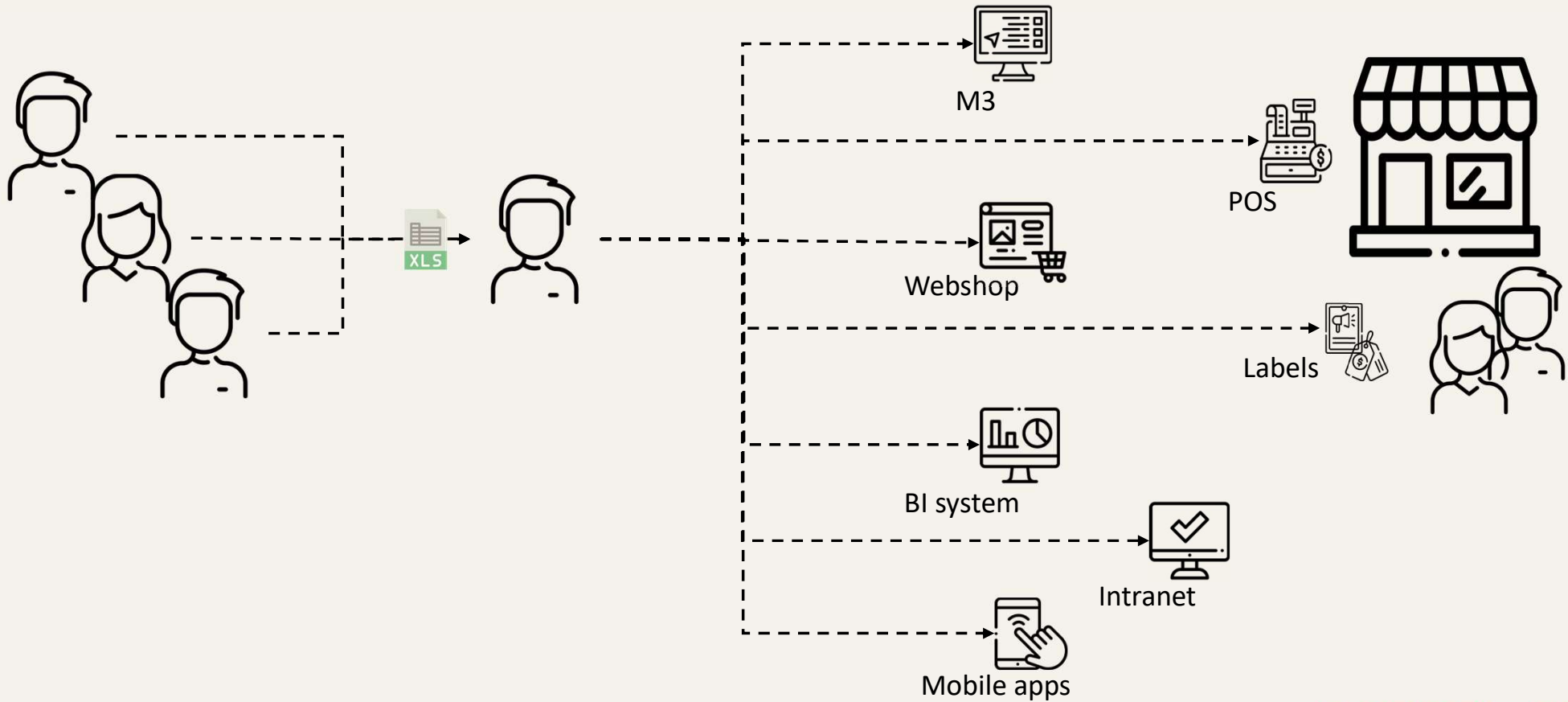
Deep dive – the challenge – of prices and discounts



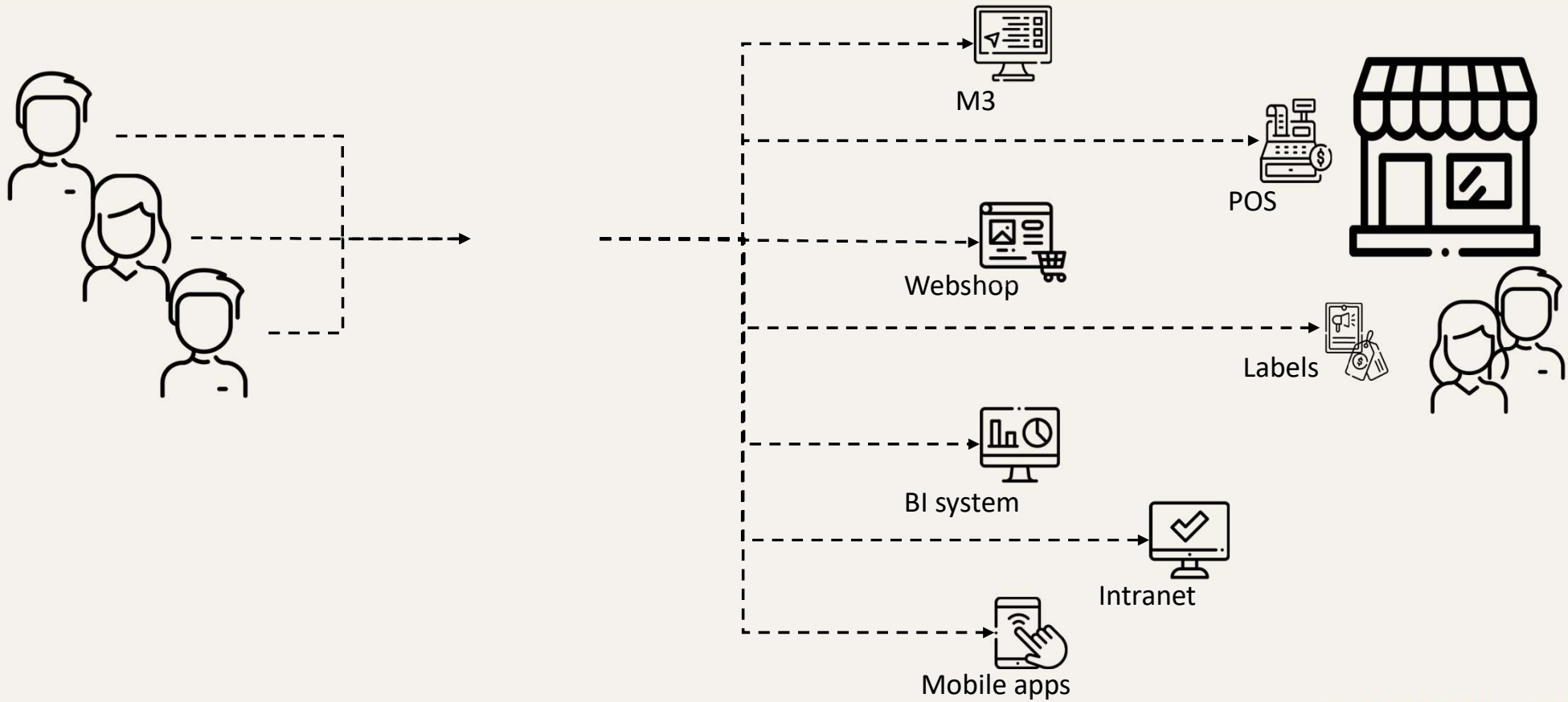
Deep dive – the challenge – of prices and discounts



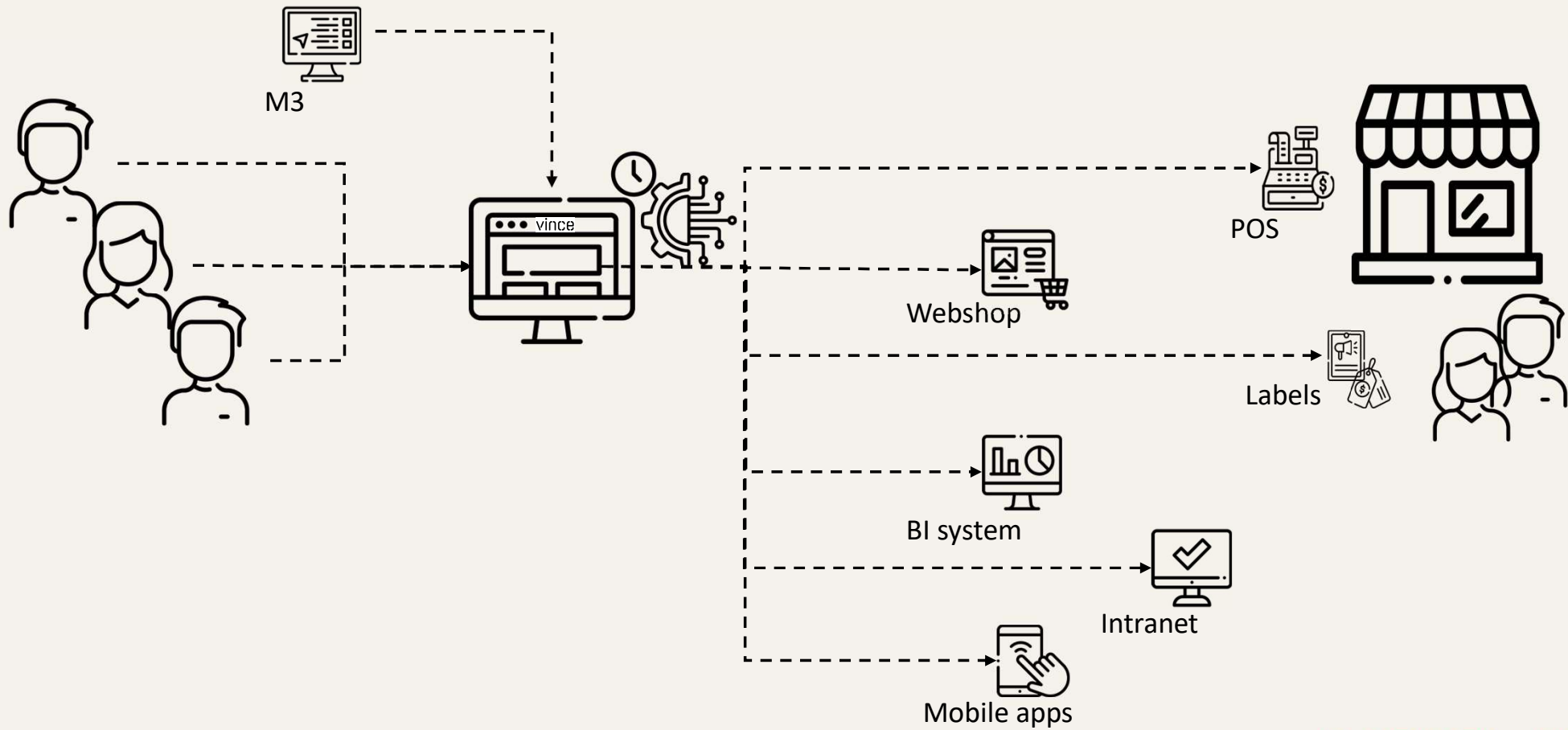
Deep dive – the challenge – of prices and discounts



Deep dive – the solution – of prices and discounts



Deep dive – the solution – of prices and discounts



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Retail Price

RULES

Correct Masterdata

Margin check

Rounding of Prices

Valid update days

Max nr of updates per day

Automated "Valid from date" for new items

APPROVAL

AUTOMATIC approval
of all prices not stopped by the ruleset

MANUAL approval
of all prices stopped by the ruleset

Retail price

DASHBOARD

Retail Price

Future Price for Export

2022-09-23	15
2022-09-25	1
2022-09-26	2
2022-09-28	24
2022-10-19	9
2022-10-27	1

Items with low margin(<20%)

SE1	152
N01	174
N02	174
FI1	107
FI2	112

Campaigns

The screenshot displays the 'vince LIVE' software interface. The top navigation bar includes 'Dashboards' and 'Workflows'. The left sidebar contains 'Dashboard', 'Campaign', 'Lookup', and 'Settings'. The main content area is split into two panels.

Campaign Panel:

- Buttons: Status, Type, Market, Campaign Name (+ Add)
- Form fields: Select (Status), Select (Type), Select (Market), SUMMER (Campaign Name)
- Table with columns: Campaign, Date, Type, Items, Action
- Table content:

Campaign	Date	Type	Items	Action
ID: 100203 Name: SUMMER CAMPAIGN Market: NO	Start: 2022-09-23 End: 2022-09-23	Type: National Status: Planning ECOM only: No	405	⋮

Price Types/Store Panel:

- Section: Price Types / Store
- Filter: [Empty]
- Items list:
 - Price Type: Cheapest for Free
Receipt Text: 3 for the price of 2
Threshold: 3
No of Items: 155
 - Price Type: Discount Percentage
Receipt Text: 20% off
Discount (%): 20
No of Items: 6
 - Price Type: Discount Percentage
Receipt Text: 30% off
Discount (%): 30
No of Items: 9
 - Price Type: Fixed Price
Receipt Text: ARTIFICIAL FLOWERS
Price: 29.9
No of Items: 141
 - Price Type: Multibuy
No of Items: 93
- Table for Multibuy:

Total Price	Threshold	Receipt Text
299	3	3 for 299,-
- Table for Multibuy Interval:

Min Threshold	Max Threshold	Price Per Piece	Receipt Text
10	14	69.9	10 at 69.90 per pice
15	19	59.9	15 at 59.90 per pice
20	999	49.9	20 at 49.90 per pice
- Price Type: Take X get Y for free
Receipt Text: Take 10 pay for 5
Value: Take 10 get 5 for free
No of Items: 93

FEATURES

- Start- and end date on Store level
- Several Price types to choose from
- Toggle on/off different systems
- Rules & Warnings
- Copy functionality

ROLES & WORKFLOW

- Roles with different access rights
- Workflow with notifications

Scheduled updates for all systems

SCHEDULER SETUP

- Scheduled updates for each individual system
- Admin approval for instant update of ad hock prices
- Ruleset for Campaign updates triggered by
 - Start date & End date
 - Updates on running campaigns

Vince
Mission

**“We Empower the M3 Community with
Excellent **Software** and **Services**”**

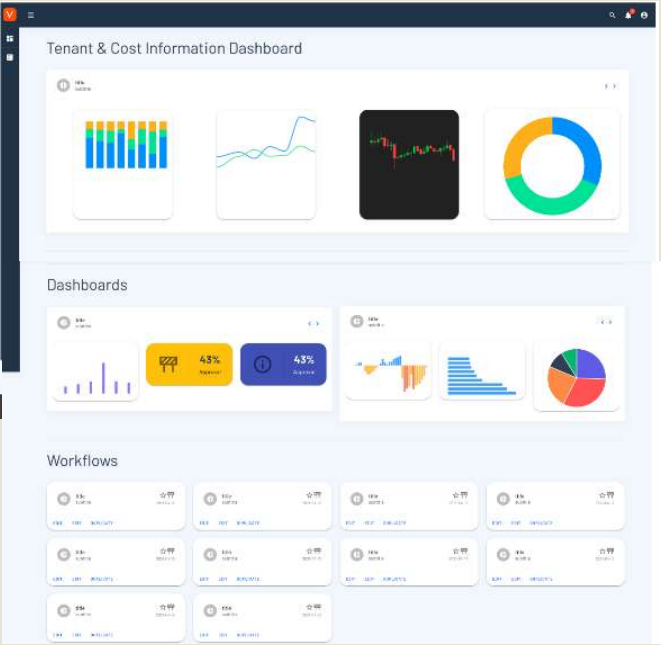
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Deep dive – the solution – of prices and discounts

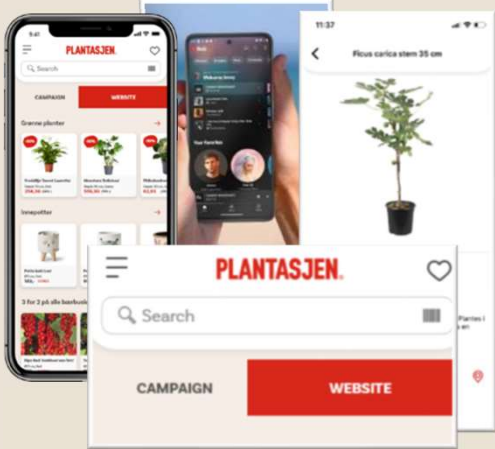
The move towards valuable master data is facilitated and accelerated by (new) solutions in the marketplace

Vince Live

The cloud-based digital platform that helps to manage master data across Plantasjen's complex IT ecosystem



Powerful, cheap mobile phones
Replacement of custom hardware for warehouse and store operations (scan, pictures, PC)



Cloud software - Amazon
Powerful, relatively cheap software with both integration capabilities and functionality



Internal user acceptance and master data preparations are important to prepare for a larger digital customer base

User acceptance (and red hats)

Plantasjen got 2000 (new) users starting their digital journey, acceptance expected in weeks



How-to Master Data

From basic ERP/WMS data, to product info, into the admin of how-to info, pictures + video



From users to educators

To manage a larger digital customer base the frontline workers need to be future educators



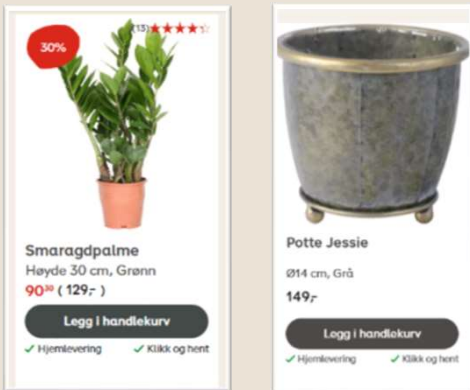
“Please understand, being more digital is not primarily a cost cutting exercise at Stores. The larger purpose is to free up time for customer care and to be more quality oriented in the customer interaction»

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Next steps are to improve the data driven experience and move solutions to “friends and family” before an end-customer launch

Data driven experience

Recommendations based on growth area, weather forecast, available goods in local store



The difference between brutal product recommendation and aided recommendation helps Plantasjen to drive financial benefits

My Garden / our Garden

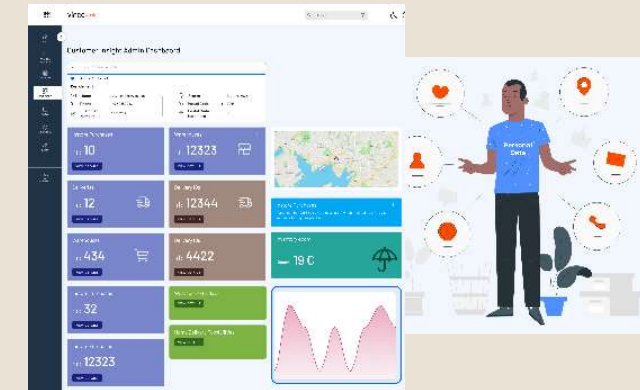
Direct assistance to the customer value by launching my garden how-to solutions



Pay attention to the customer journey, not the shopping journey. The customer might spend 2% at Plantasjen, 98% working the garden

Customer 360

Transactional, demographic and behavioral data in one solution



Great customer service available at Customer service, local Stores and for customer self service (do your own returns and points)

“Quality before speed: Being first in technology is sometimes important, but the ability to scale is vital”

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Summary: challenges and solutions

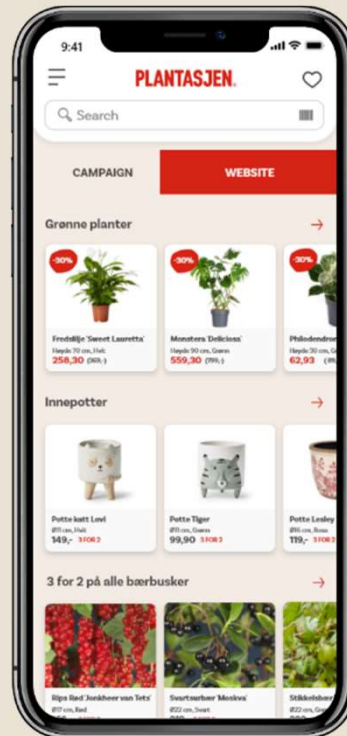
Challenges

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Solutions

- ✓ Behavioral adaption
- ✓ Customer Self Service
- ✓ In Store queue mngmt
- ✓ Price and Discount control
- ✓ eCom orders for Stores
- ✓ Smart pick and pack
- ✓ Seasonal planning
- ✓ OMNI channel solutions
- ✓ How to master data
- ✓ Demographic adaption
- ✓ Assortment planning
- ✓ Improved customer service
- ✓ Local campaigns / slow movers
- ✓ Seasonal planning
- ✓ Customer insights
- ✓ Knowledge support

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