



HGAG Data Sync Roadshow

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Imagine a better place

Agenda

- Who are we and what is our core purpose
- Connection between our core purpose and the Hardware GS1 Action Group (HGAG)
- The importance of electronic data sync
- Where are we now
- Learnings

Who are we and what is our Core purpose?

- Dulux Group is a division of Orica Ltd
- Dulux Group's brand include – black heath

BRITISH PAINTS



FEAST WATSON



BERGER



- Use SAP EC6 and WMS platform
- Approx Revenue of \$1 Billion
- 8 plants and 13 DCs in ANZ, Approx 12,000 SKUs and 30K lines picked per day
- All of our main products are refreshed on average every 4 years

Connection between our core purpose and the Hardware GS1 Action Group (HGAG)

- Our core purpose is to imagine a better place. Imagine if we could just do things right every time
- To enhance this core purpose we see HGAG as a good fit. HGAG is driving:
 - Collaboration throughout the Supply Chain to improve quality of information and barcoding
 - Sharing knowledge
 - Allows Suppliers to have a voice. Equal balance between Suppliers and Retailers
 - Global standards throughout many industries
 - Quicker implementation with additional trading partners

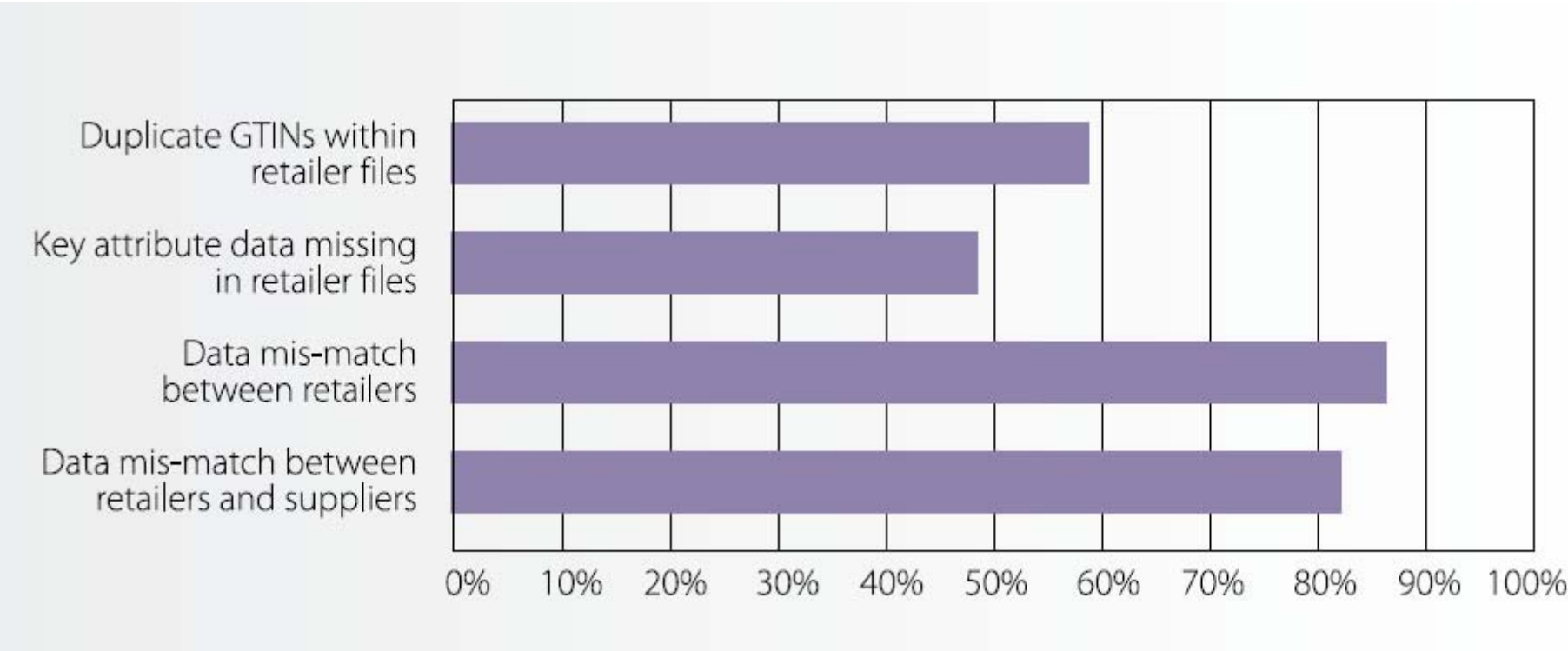
The importance of electronic data sync

- Increase Speed to market
- Reducing data errors between retailers and suppliers
 - Reduce data/pricing mismatches
 - Less Claims
- Consolidated view of data
- Forced us to look at our internal processes to ensure correct data is being passed onto retailers. Review of our internal processes
- Effectiveness of Pricing change
- One IT implementation cost, i.e. same standard used across the industry
- Better linkage between our Supply Chain and our trading partner

The importance of electronic data sync



The importance of electronic data sync



Data Crunch report – Prepared by GS1 UK – Oct 2009

The importance of electronic data sync



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Where are we now

- The Dulux Group is committed to HGAG
- Working with the numbering and barcoding group to ensure that all the products are compliant to the standards.
- Selleys and Yates are GS1net ready in Australia for Coles
- Dulux NZ are GS1net ready in NZ for M10
- Trial between M10 Australia and Dulux Australia
 - Completed pilot and moving to the next step
- Currently developing a direct interface into GS1net

Learnings

- Do not underestimate the resources required to complete the initial implementation:
 - Cost
 - Organisation readiness
 - The right people to manage the project
 - The right people to execute the project
- Initial Selleys implementation took over 12 months and cost us in excess of \$150K
- Subsequent implementation with M10 NZ was completed within 1 month
- GS1net has impacted the organisation by forcing us to review both our processes and data quality:
 - Commitment to the GS1 standard
 - One of our top 5 objectives (TAP) is to optimise “data management”
 - Senior Ops Mgr and all Purchasing / procurement staff throughout the organisation has been educated
 - Today we have staff from Pricing, Accounts, Sales, Supply Chain and IT represented