

# PRESS RELEASE



## **Gottfried Friedrichs about synfoxx®/p: Testchampion, „very good“.**



**Hamburg, 01.08.2019. FRIEDRICHS, the „First Hanseatic Fine Fish Manufactory“ has opted for the solution of Systriion AG in order to improve data quality and to connect to the worldwide network of master data pools GDSN, and evaluates the solution as „very good“.**

Since 1908, the Hanseatic family-owned company has been synonymous with responsible handling of the raw material fish and outstanding experience in fish processing, which is largely done by hand. The product quality, which is continuously monitored with a 5-point program, comes first. In product reviews, FRIEDRICHS products therefore also receive the rating „very good“. Now they also wanted to modernize and improve the digital product world in order to be a leader in logistics processes as well.

With the introduction of the master data management solution synfoxx®/p of Systriion AG, after an intensive evaluation and a successful use in practice FRIEDRICHS has come to the conclusion that the solution meets the requirements also with the rating „very good“.

Important selection criteria were the extensive support of a connection to the GDSN network, the mapping of product development processes, the integration with the existing SAP system as well as the connection of customers who cannot be supplied via the GDSN.

With synfoxx®/p, FRIEDRICHS maps internal master data processes as well as the master data exchange with its customers via the German data pool atrify (formerly 1WorldSync). Work effort was significantly reduced and the data quality was increased at the same time.

*„In this project, we analyzed in advance what the current state of affairs was in the affected departments, what were the expectations and what the change was after the introduction. Systriion has supported us first-class and we are pleased that we have been able to achieve our goals. The very good service of Systriion AG is particularly convincing with regard to all of our questions on this topic. Based on synfoxx®/p, we are now also able to carry out further improvements at FRIEDRICHS“,* says Thomas Niebur, Head of Supply Chain Management at Gottfried Friedrichs.

## **About Systriion AG**

Systriion AG specializes in master data and data quality management. Our customers use our cloud solutions synfoxx® und fuzzit® to ensure the availability of high quality master data along their whole supply chain. Systriion has long lasting experience in the foods, consumer goods and technical industry.

## **Media Contact:**

### **Systriion AG**

Norbert Obier

Flughafenstrasse 52

22335 Hamburg · Germany

**Tel** + 49 40 55 61 94 19

**Fax** + 49 40 55 61 94 99

**E-Mail** [press@systriion.com](mailto:press@systriion.com)

[www.systriion.com](http://www.systriion.com)