

PRESS RELEASE



„New central platform for article master data in the beverage industry“

Hamburg, 08.01.2020. The beverage industry is taking another big step towards digitalization: With getITEM, based on the synfoxx®/p platform, GEDAT Getränkedaten GmbH is expanding its service by providing article master data to affiliated beverage wholesalers (GFGH).



The platform for this is provided by Systrion AG with the product synfoxx®/p. This solution, offered in a SaaS model and operated by Systrion, already offers many of the required features out of the box. In addition, Systrion also supports GEDAT with know-how about the logistics processes in master data exchange. In a short time, it was possible to set up the platform and load initial data from beverage manufacturers in order to make it available to the GFGH.

„We are thrilled to have found a partner with Systrion who already has a lot of knowledge about the processes in the beverage industry and was able to set up the new solution for us extremely quickly. In discussions with well-known companies in the industry, some of which are also our shareholders, we have received great approval for the platform. As a result, sales and logistics data can now be integrated and automatically deployed and processed. This makes getITEM the central article master database for the beverage industry and connects manufacturers and beverage retailers with up-to-date and complete information“, says Wolfram Scholz, Managing Director of GEDAT.

Systrion specializes in master data management and also provides solutions for beverage manufacturers to collect item master data internally in a single point of truth, check for data quality, and transfer it to customers via getITEM or atrify (as GDSN data pool). Systrion AG's solutions are operated on the Microsoft Azure cloud platform.

About Systrion AG

Systrion 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. Systrion has long lasting experience in the foods, consumer goods and technical industry.

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