

PRESS RELEASE



Genuport

In the premium area: Genuport manages international branded goods with synfoxx®/p

Hamburg, 13.09.2018. Genuport - one of the largest German importers and distributors of food and beverage - relies on the master data management of Systrion AG

Genuport Trade GmbH is the competent and independent marketing and sales organization for international branded goods: The company, founded in 1949, is now one of the largest importers and distributors of food and beverage products in Germany. At the foundation, Genuport was known for the distribution of candy. Today, the varied portfolio includes sweet pastries, chocolate, sugar and fresh candies, salty snacks, drinks, fruits and vegetables, breakfast products, functional food, frozen food and delicatessen.

With the rapid growth of the company, the challenges of the master data acquisition for new brands and their maintenance could no longer be handled manually. Now that is covered by the professional and comprehensive master data software from Systrion.

Time is Money

Genuport has been expanding for some time now by acquiring new brands. In order to handle the business efficiently, a state-of-the-art solution with a user interface that was intuitively usable and that could be operated immediately with few upfront instructions was needed. Additionally, a functionality was sought that could import and test product data from a wide variety of suppliers through automated processes, so that this data could then be passed on to internal systems, and above all to customers via the GDSN network and 1WorldSync's data pool. With its flagship product synfoxx®/p, Systrion was able to cover all these requirements and fully convince Genuport.

„synfoxx®/p is a great solution for our company and our employees: comprehensive, but also modular – state-of-the-art technology, but also intuitive operation – no administration, but the fastest processing with high quality. This makes working with master data fun and we can process new projects in a much shorter time – that way Genuport is well equipped for further growth“ says Sebastian Schenk, head of sales services and logistics at Genuport.



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10 new brands in 6 months

In the first half of 2018, Genuport Trade GmbH has taken over the sales of more than 10 brands. More than 300 articles from vegan bread spread to Italian vinegar products and beverages had to be integrated into the assortment in a short time. This included the import, the quality check and the transfer to the customers of the respective data. Due to the bio-certification of many products, new data attributes also had to be processed. The next step was to integrate more than 130 products from the functional food sector. synfoxx^{®/p} now covers the entire master data supply chain at Genuport: procurement, testing, enrichment and forwarding of data.

„We are pleased to see the benefit of our solution for Genuport. IT is never an end in itself, but needs to provide an immediate added value. To achieve that, we have designed synfoxx^{®/p} as a SaaS solution. Additionally, in projects like the one with Genuport, we try to bring our competencies to the party, be it in trade processes, the foods industry or the connection to SAP systems. With our ready-to-run approach, customers do not have to fear long-lasting projects, but rather are able to start quickly“ says Wolfram Koller, CEO of Systrion AG.

About Systrion AG

Systrion AG specializes in master data and data quality management. With our synfoxx[®] and fuzzit[®] cloud solutions, our customers ensure the availability of high-quality master data along the entire supply chain. Systrion has many years of experience in the food, consumer goods and technical industries.

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