



**GCI Project Form**

**Date issued:  
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**Project Request**

**Request Title:**

Information Sharing

**Requester:**

GCI Steering Group

**e-mail address of requester:**

**Description:**

**“The best way to manage complexity is through transparency.”**

This project on bridging the information gap has been outlined in the “2016 The Future Value Chain” as covering the following areas:

1. The business perspective: Develop the business case for sharing the right information, at the right time, in the right place and in the right quality based upon an Information Model showing the total picture of data requirements, sources and flows.
2. The consumer insights perspective: Provide an overview of current and future potential of market research, consumer panel, market intelligence data and how that might be integrated within the business processes,
3. The technical perspective: Develop a concept for the collaborative information platform, providing access to all master data, event-driven data and consumer-driven data.

**Objectives:**

1. Identify the “data” that flows through the value chain. For the data identified, build a **data matrix** to cover source, ownership and business process in which the data is used.
2. Based on the data matrix, select a process and build a data model to support that process. The model should assume complete transparency, open data sharing and a technical platform to support this. Identify the added value of developing a collaborative process, the barriers to implementation and suggested action points to overcome these barriers.
3. Establish a “closed loop” group prepared to build and work with the proposed data sharing model to evaluate its benefits.

**Business Case:**

The business case for sharing the right information, at the right time, in the right place and in the right quality based upon an Information Model showing the total picture of data requirements, sources and flows **needs to be developed** through his project and will influence the overall balance /ROI companies wish to achieve.

**Scope:**

The Project Scope would be to support

- Data that flows through the value chain from raw material to final consumer consumption. Special consideration should be given to marketing data and the consumer insights perspective, which are traditionally out of scope in many value chain studies. They are very much in scope in this work.
- Current business processes but taking into account how these may develop between now and 2016.
- Information platforms that will help drive this activity.
- A group of companies in a given geography or “closed loop” supply chain willing to work in this new way and openly share the results of the activity. The work currently underway in Colombia, where data is shared in an open way, may be a possible start point for this activity.

**Impact / Benefits:**

This project aims at reducing complexity and therefore will provide all qualitative (e.g. transparency) and quantitative (e.g. less exceptions) benefits attributed to management of complexity.

It will directly support existing processes in need of specific information and enhance their performance. These processes will be identified and selected by the project group aiming at ‘pain points’ in the supply chain.

**Deliverables:**

- A data matrix for the data identified covering key aspects e.g. source, ownership and business process in which the data is used. (**Analysis of existing information and infrastructure**)
- A business model covering a selected business process highlighting the key data sharing aspects, the added value of collaborative data sharing and suggested ways of overcoming implementation barriers. (**Business case**)
- Close linkage to other related GCI projects. (Through suitable project **governance model and interface**)
- A test area where companies are committed to sharing data in a collaborative business process and sharing their results. (**Closed Loop**)