



Mobile Shopping Assistant The Mobile Commerce Solution for Retail by METRO Group

GS1 Mobile Commerce
Working Group
November 13th 2008

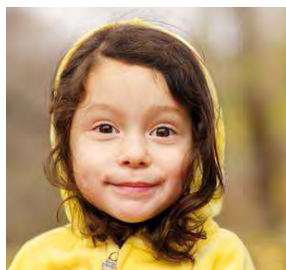
Hanjoerg Lerch, Jens Eckoldt
METRO Group

METRO Group

We are there

METRO Group

- ❖ International retail competence
- ❖ One of the world's leading retail companies
- ❖ Comprehensive services portfolio
- ❖ 2,469 locations (status: 31 December 2007)
- ❖ 31 countries in Europe, Africa and Asia (status: 31 December 2007)
- ❖ 290,000 employees from 150 nations
- ❖ Selling space of around 12 million m²
- ❖ Continuous growth
- ❖ Successful DAX 30 company



Sales Divisions



Internationalization

**METRO Group 2007:
more than 2,469 locations in 31 countries***

- Metro/Makro Cash & Carry: 615 stores
- Real: 682 hypermarkets and supermarkets
- Media Markt and Saturn: 702 consumer electronics centers
- Galeria Kaufhof: 141 department stores
- Others: 329 locations

* status: 31 December 2007



Key Issues of the Future (examples)

- ❖ Advanced Retailing
 - ❖ METRO Group Future Store Initiative
 - ❖ Radio Frequency Identification (RFID)
- ❖ Demographic change
- ❖ Corporate social responsibility
 - ❖ Activities in the area of “nutrition and exercise“



Advanced Retailing

- ❖ Under the heading of “Advanced Retailing“, METRO Group is pushing the application and optimization of new technologies
- ❖ The target is to raise efficiency along the supply chain
- ❖ Oriented along the expectations and wishes of the customer
- ❖ Numerous cooperations with partners from the industry and services sector
- ❖ Profitability of the supply chain is raised
- ❖ Commitment to uniform worldwide standards in retailing





Global Standards
at **METRO** Group

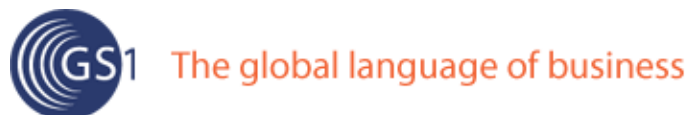
We Follow Global Standards

- Global Standards supporting our supply chain processes
- Fast company process chain
- Consistent communication with trading partners
- Uniform Metro internal product processing



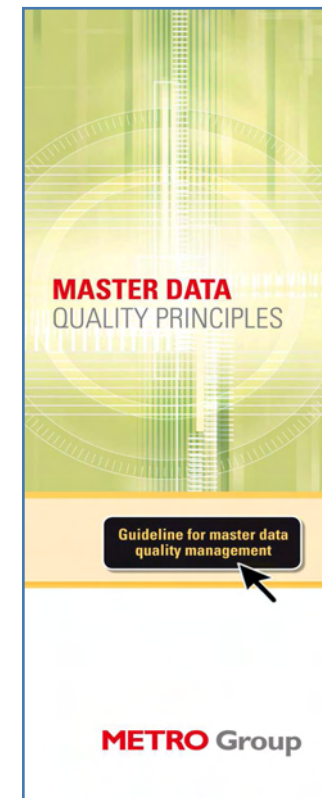
Committed to Global Standards

- ❖ **Standard development:** **GS1 Organizations**
and **Global Standards Management Process**
- ❖ **Identification standards:** GLN, GTIN, EPC
- ❖ **Classification standards:** GPC
- ❖ **GS1 GDSN:** Global Data Synchronization Network
- ❖ **Communication standards:** EDI; EANCOM[®], XML
- ❖ **Technology standards:** Commonly used software tools



Master Data Quality Policy

- ❖ Develop principles for high Master Data Quality
- ❖ Create management awareness throughout METRO Group
- ❖ Define roles and responsibilities for Master Data Quality
- ❖ Set a base for implementation of Master Data Quality actions



Master Data Quality Policy (focus data synchronization)

❖ Data Synchronization

MGBI responsible for data synchronization of supplier- and article master data

❖ Standards

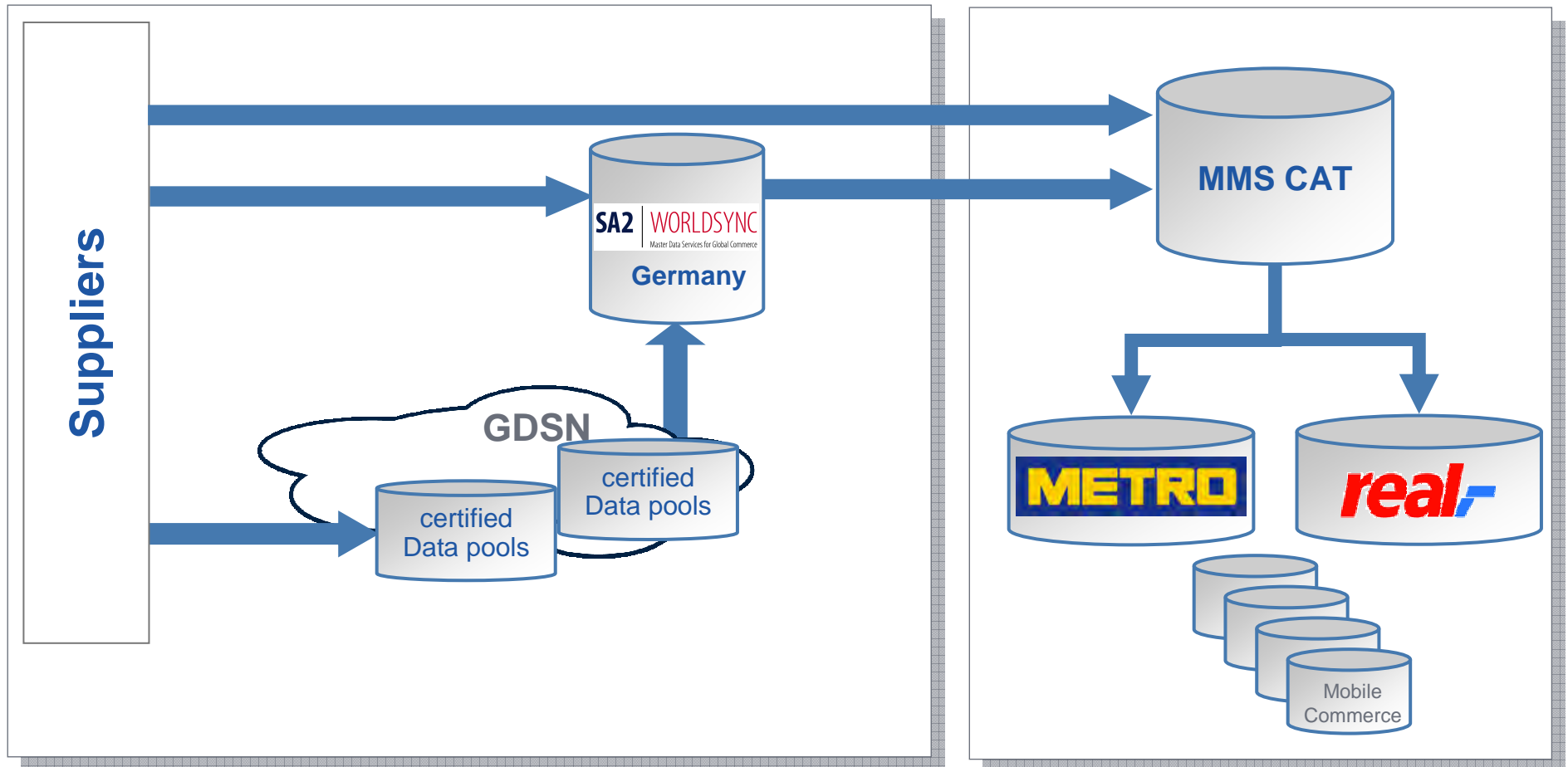
GS1 standards adopted within business processes and internal systems

❖ Data Validation

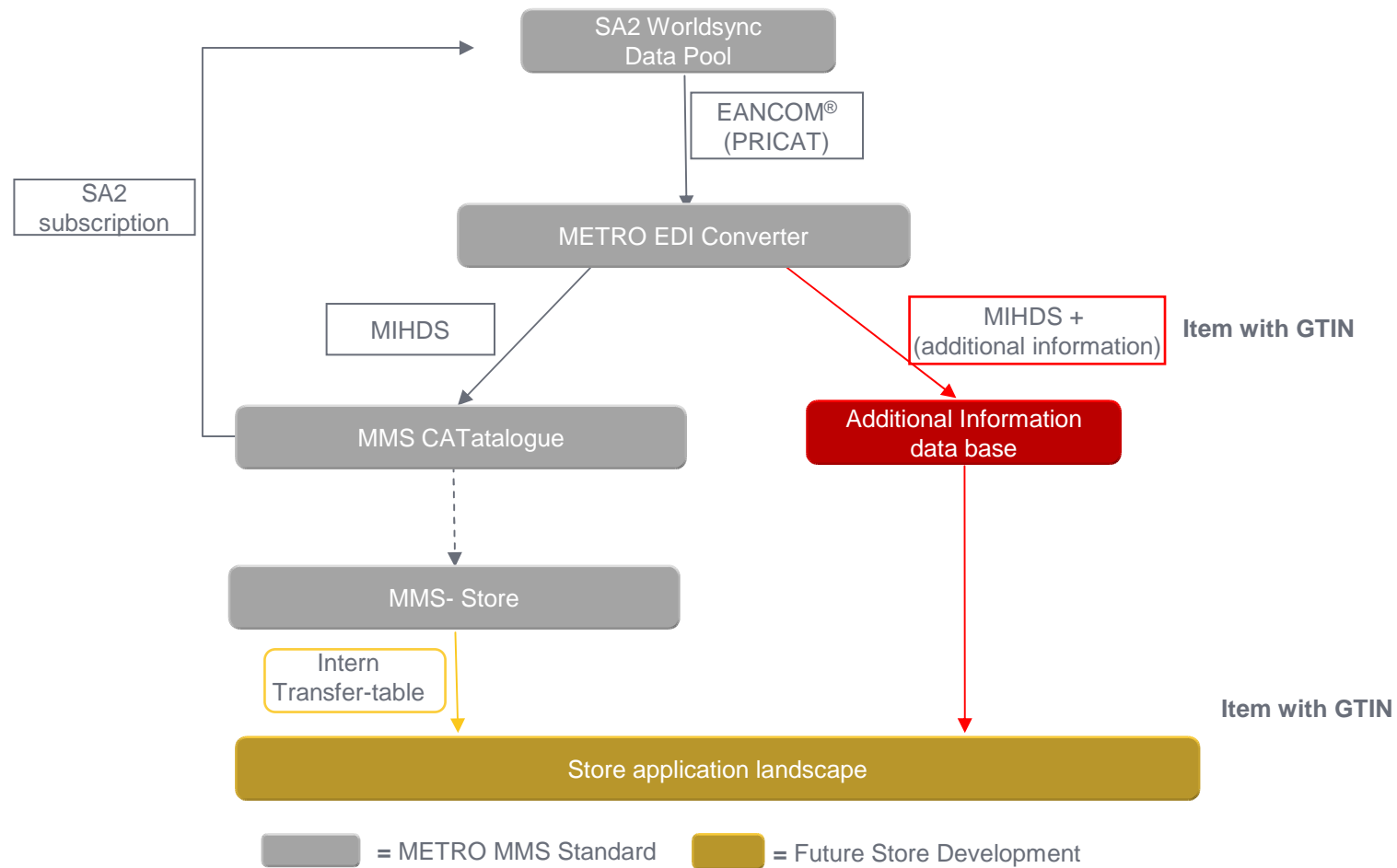
Validation procedures conformity of new data with internal standards



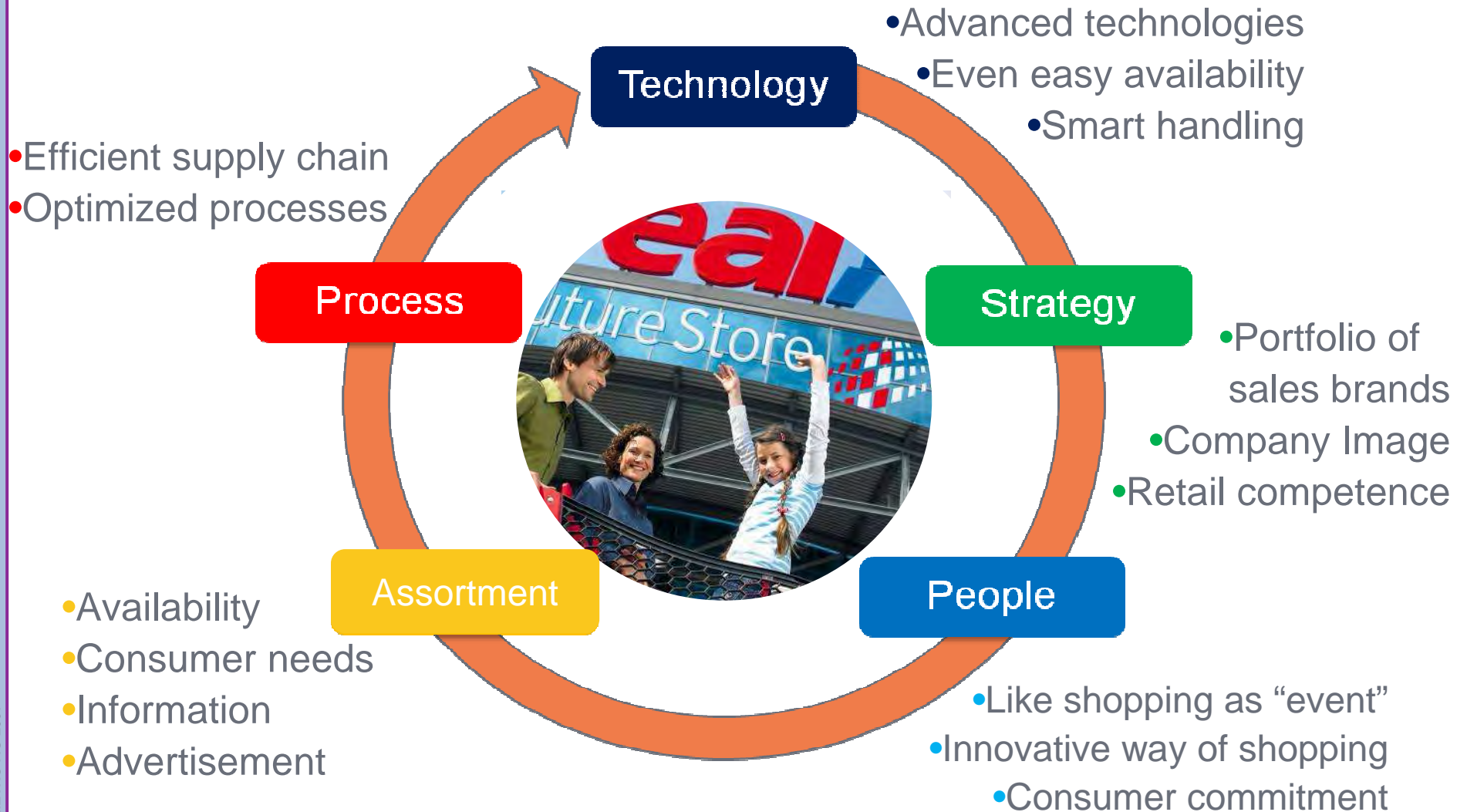
Data Exchange Processes



Mobile Commerce Data Handling



Customer Satisfaction



METRO Group

Mobile Shopping Assistant Film

Contact

❖ MGS METRO Group Solutions

Hanjörg Lerch

Phone: +49 (0)211.6886-1284

Email: hanjoerg.lerch@metro-mgs.com

❖ MGI METRO Group Information Technology

Jens Eckoldt

Phone: +49 (0)211.969-5054

E-Mail: jens.eckoldt@mgi.de



Thank you for your attention

METRO Group

The Spirit of Commerce