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### **The true potential of the electronic despatch advice**

**Among many other advantages, the integration of the GS1 logistics label including the electronic despatch advice DESADV allows time savings, optimising the receipt of goods and also faster access to supply chain information – this has been confirmed by a current study carried out by GS1 Austria.**

(Vienna, 23 September 2015) Explicit identification and traceability of logistics units along the entire supply chain – it is possible due to the GS1 logistics label. Combined with the electronic despatch advice DESADV, the flow of goods can optimally be linked to the flow of information. A DESADV study, recently carried out by GS1, has unveiled the requirements and benefit potentials in relation to Austrian retail, industry and logistics providers. The study was conducted by Univ.-Prof. Dr. Maria Madlberger, professor in the Department of Business and Management at Webster University, Vienna.

“As far as retail is concerned, the benefits of a consistent information flow by using the DESADV and the GS1 logistics label are clearly present and involve impressive saving options. With regard to the receipt of goods, it is possible to save 30 minutes per palette. In addition, audit benefits as well, because complex manual operation processes are no longer required. The DESADV represents an important link between ordering and invoicing and thus, permits closed electronic information flow”, says Univ.-Prof. Dr. Madlberger about the advantages for the retail sector and adds that: “It is less well known that the industry also benefits from the GS1 logistics label and the DESADV. An example in the study demonstrates that the DESADV in connection with the GS1 logistics label could revolutionise internal quality assurance”. In this context, logistics providers, who already consider themselves as “data logistics experts”, also make a major contribution. With increasing frequency they represent the link, which manages the DESADV transfer from industry to retail and implements possible adaptations, if necessary. “The message to logistics companies reads as follows: the DESADV improves delivery quality which is of great benefit for both, retail and industry,” resumes Madlberger.

Mag. Gregor Herzog, CEO of GS1 Austria anticipates precise actions to be taken: “The potential of the joint use of the electronic despatch advice and the GS1 logistics label has once again been illustrated. It is our wish that it is a motivator for companies to take this next integration step”. The study was presented on 22 September 2015 in the chemist’s wing of Schönbrunn Palace, Vienna. The full version and an information leaflet can be downloaded via:

[www.gs1.at](http://www.gs1.at)

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### Links and downloads

- › [www.gs1.at/studie\\_desadv\\_2015](http://www.gs1.at/studie_desadv_2015) (only available in German)
- › [www.gs1.at/broschuere\\_desadv](http://www.gs1.at/broschuere_desadv) (only available in German)
- › [www.editel.eu/news/latest/article/the-true-potential-of-the-electronic-despatch-advice](http://www.editel.eu/news/latest/article/the-true-potential-of-the-electronic-despatch-advice)

### Info box

#### **Electronic delivery report DESADV**

DESADV is the abbreviation for “despatch advice” and describes a standardised electronic delivery report pursuant to EANCOM®. It permits the description of the respective shipment and includes single details regarding the goods that have been or are to be delivered. Apart from that, it provides information about timely or delayed arrival of the goods and therefore enables the recipient to take necessary precautions.

#### **GS1 logistics label**

In order to retrace the goods in the supply chain at any time, the GS1 logistics label helps to clearly identify the transport unit, such as a palette. Consequently, the precise location can be determined and traceability of logistics units can be guaranteed, provided that the goods have been labelled with a distinctive serial number, that is the serial shipping container code (SSCC).

#### **Study design**

Commissioned by GS1 Austria, Univ.-Prof. Dr. Maria Madlberger, professor in the Department of Business and Management at Webster University, Vienna and visiting professor at Karl Franzens University in Graz, carried out a comprehensive study including 17 leading companies from retail, industry and the logistics sector. Retail: dm, Lidl, Metro, MPreis, Pfeiffer, Rewe, Spar; industry: Beiersdorf, Berglandmilch, Brau Union, Mars, Ströck, Wiesbauer; logistics providers: Frigologo, Quehenberger, Schachinger, TKL. High quality expert interviews were conducted with a total of 26 business partners, mainly operating in the IT and the logistics sector, with more than half of the interview partners working in a leading position or in management.

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### Pictures

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For any request regarding pictures please contact: Sylvia M. Gerber, gerber@editel.at



1123 Presentation of the DESADV study in the chemist's wing of Schönbrunn Palace is well attended



0999 GS1 Austria CEO Mag. Gregor Herzog and study manager Univ.-Prof. Dr. Maria Madlberger presenting the DESADV study



1065 Rolf Stobbe, Frigologo Kühllogistik, Ljuban Magdelinic, Wiesbauer Österreichische Wurstspezialitäten, and Mag. Karl Cegner, GS1 Austria, talk shop about Electronic Data Interchange



1065 Sabine Puwein, Coca-Cola HBC Austria, Mag. Wolfgang Kitzmüller, Brau Union, and Barbara Gaßner, Markant Österreich, discussing the study results

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### About EDITEL

EDITEL is a leading international provider of EDI solutions (Electronic Data Interchange) specialized in the optimization of supply chain processes across businesses and industries.

With its headquarters in Austria and subsidiaries in the Czech Republic, Slovakia, Hungary and Turkey as well as a large number of franchise partners, EDITEL has a cross-border presence and reach, which makes it a perfect choice for corporations with international activities.

Via the EDI platform eXite®, EDITEL offers a comprehensive range of services, from EDI communication and EDI Integration to Web EDI for SMEs, e-Invoicing solutions and Digital Archiving to Business Monitoring. Thanks to 30 years' experience and expertise, EDITEL successfully implements even large-scale EDI projects.

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