![arvesta - Experts in the field]

# ARVESTA PROVIDES TARGET AUDIENCES WITH RELEVANT PRODUCT INFORMATION THROUGH A CENTRAL DATA HUB

Arvesta operates within a heterogeneous application landscape, which previously complicated the harmonisation and integration of data across systems. To address this, the company established a central data hub. This hub serves as a centralised storage and management location for data used by various applications throughout the company. It ensures the consistency, accessibility and integrity of data across all systems.

The central data hub now acts as the single source of truth for product information. Target groups with diverse information needs are seamlessly served through their preferred online and offline channels. An integration platform plays a crucial role in connecting the heterogeneous and complex system landscape. Additionally, Arvesta has invested in an application for enhancing product data.

*Agri & Horti* aids professionals throughout the cultivation process, from the sale of seeds and crop protection to plant nutrition and agricultural machinery, complemented by cultivation advice. *Retail* includes 200 AVEVE and 3 Eurotuin stores.

## The challenge

Arvesta delivers tailored product information across diverse channels to meet the specific needs of its target groups. For instance, farmers and gardeners purchase crop protection products and animal feeds through the Sanac webshop. Some products are also available to consumers via the AVEVE webshop, though the product information varies, including usage instructions, technical details or imagery.

## HIGHLIGHTS

- **The integration platform transforms the central data hub into a supercomputer for smart data exchange among all business applications.**

- **The central data hub acts as the nexus for collecting, managing, synchronising and distributing all product information across numerous applications and channels.**

- **In the PIM system, content is enriched with extensive product descriptions, images, videos and technical specifications.**

## About Arvesta

Arvesta supports farmers and gardeners with advice and solutions, as well as serving consumers. In 2023, the company achieved a revenue of €1.9 billion across Belgium, Germany, France and the Netherlands. The *Animal Nutrition* business unit provides sustainable animal feeds and additives.

**GUMPTION**

The same applies to product catalogs. Farmers and gardeners receive a printed catalog, while consumers access the AVEVE web catalog, which features customised product information, advice, tips and promotions. A separate digital catalog for store owners contains other specific content.

GS1 is also a key target for product information. GS1 develops and manages barcodes and RFID tags for product identification and tracking in the supply chain. Global standards ensure consistent and reliable data exchange, enhancing operational processes, traceability and reporting. During product registration, Arvesta provides detailed information, such as unique product identification and traceability data.

How do you continuously provide all these target groups with consistent, accurate, complete and up-to-date product information? How is this achieved in a complex landscape of source and target systems?

### The solution
#### Central data hub
As diverse as its target groups, so too is the application landscape at Arvesta. The architecture includes ERP systems like SAP S/4HANA, SAP ECC and Microsoft Navision, the e-commerce platform Adobe Commerce, Contentful for content management and custom-built applications. Data concerning products, customers, pricing and suppliers are distributed across various systems.

Arvesta has developed a central data hub to integrate these data streams. This hub also now serves as the single source of truth for product information. It acts as an intermediary station where product data is collected, transformed and distributed to target systems: webshops, catalogs, promotional leaflets and GS1. The data hub synchronises information between connected systems, preventing the use of outdated or incorrect data.

SAP is the primary data source for the central data hub. Only data already registered in SAP is available for other applications. As a result, all systems operate with the same, consistent and validated data. This is crucial for maintaining uniform data quality throughout the organisation.

The data hub also plays an orchestrating role. Built-in logic determines which information is sent, when and through which channel to which application. Validation rules ensure quality, consistency and reliability. For example, if the price of an item in the product information system is not filled out, or if no photo has been added, the item does not appear in the webshop.

> "Our integration platform, our single source of truth, and our PIM system helped us win awards for Retailer of the Year and Best Webshop"
>
> Jan Steukers,
> IT Director at Arvesta

### Management of product information for target groups

For managing rich content such as extensive product descriptions, images, videos and technical specifications, SAP does not provide the necessary tools and flexibility. Therefore, Arvesta invested in InRiver for Product Information Management (PIM). In this system, employees add commercial and marketing information for the webshops, catalogs, promotional folders and GS1.

The PIM system integrates seamlessly with SAP, Adobe Commerce and others. "The system is API-enabled," says Jan Steukers, IT Director at Arvesta. "This allows it to easily share and synchronise information with all other systems, making processes more efficient and data more consistent."

"The PIM system is event-driven where data updates and changes are immediately passed on to the relevant systems and applications. As a result, all connected systems operate with up-to-date information. The time-to-market is fast and error rates are minimal."

### Integration layer

An integration layer facilitates the connection between various source and target systems. The cloud-based SAP Business Technology Platform (BTP) supports API-enabled and event-driven integration, linking the central data hub with the PIM and other systems.

Through the Integration Suite, a component of BTP, Arvesta centrally manages all integrations. The principle is: connect once, connect all. This approach reduces complexity, simplifies the addition of new systems or applications and enhances the scalability of the organisation.
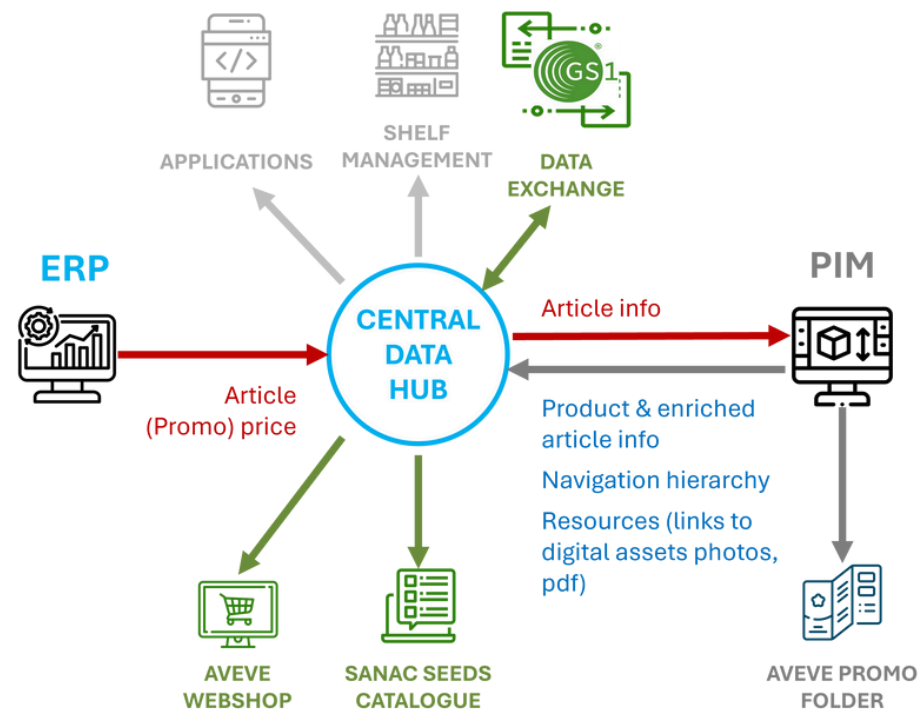
"The integration platform is an indispensable cornerstone of our heterogeneous system and application landscape," emphasises Jan Steukers. "Thanks to this platform, the central data hub acts as a supercomputer for smart data exchange between all business applications."

### The data flow for product information

ERP feeds the central data hub with item information. The hub serves as the data nexus: all data converges here before being processed and forwarded to the relevant applications, passing through the SAP Business Technology Platform.

Item information moves from the central data hub to the PIM system, where it is enhanced into product information with additional parameters and attributes for publications, webshop applications and GS1. A navigation hierarchy is also added, logically categorising products for end customers.

PIM sends the enriched data back to the



ERP — CENTRAL DATA HUB — PIM

APPLICATIONS · SHELF MANAGEMENT · DATA EXCHANGE

Article (Promo) price · Article info

Product & enriched article info · Navigation hierarchy · Resources (links to digital assets photos, pdf)

AVEVE WEBSHOP · SANAC SEEDS CATALOGUE · AVEVE PROMO FOLDER

The data hub's built-in logic determines which information is sent, when and through which channel to which application. Validation rules ensure quality, consistency and reliability.

central data hub via the integration platform. Thus, for Arvesta, the PIM system acts both as a consumer and a provider of data. The data for the AVEVE promotional folders come directly from the PIM system. Almost all other use cases receive their data directly from the central data hub.

### Best retail chain, best webshop

In 2023, Arvesta's AVEVE stores were chosen for the 16th consecutive year as the *Best Retail Chain* in Belgium in the categories of Pet Specialty Stores and Garden. It was also awarded *Retailer of the Year* and *Best Webshop* in the Garden category. "Our integration platform, our single source of truth and our PIM system made an indispensable contribution to this achievement," assures Jan Steukers.

### Partner choice

Arvesta collaborates with TheValueChain as its integration partner. "Given the challenging nature of our complex IT landscape, Arvesta needs a strong integration partner," explains Jan Steukers. "TheValueChain assists us in building those integrations. They provide strategic advice on which

integrations are most valuable for our business needs. They support us with deep technical knowledge and ensure everything continues to function properly. Thanks to their expertise and our long-standing collaboration, we have also developed significant know-how within our own team."

**"**

The PIM system is event-driven. Data updates are immediately passed on to the relevant systems and applications. All of them operate with up-to-date information. The time-to-market is fast; error rates are minimal.

## BENEFITS

**Single source of truth.** All applications use the same set of validated product data, ensuring consistency and accuracy.

**Efficient integration.** Product information is efficiently exchanged with all applications thanks to an API-enabled integration platform.

**Accelerated time-to-market.** The event-driven architecture means product information updates are immediately available in all applications and for all target groups.

**Enhanced customer focus and experience.** Each target group accesses product information through their preferred channel, tailored to their specific needs.