



Executive Q&A

With Eddie Phillips, Senior Vice President,
Information Systems, Wendy's Quality Supply Chain
Co-op, Inc.

and
Member of the Foodservice GS1 US Standards Initiative
Executive Leadership Committee



Q: What are some key efforts within your company related to product data management, data quality and completeness that directly impact the consumer experience?

A: In early 2018, QSCC completed an effort to collect and load daily product data extracts from our distribution partners into our supply chain visibility solution. As a result of analyzing this data, we have directed the use of GS1 Standards as our standard language of business with all of our trading partners. The completion of this effort and the use of Global Trade Item Numbers (GTINs) and Global Location Numbers (GLNs) for product and restaurant identification provides improved product data accuracy as well as enhanced visibility into shipping/receiving information for our organization.

Recently, QSCC announced its intention to develop our own vendor contract solution. This effort will allow QSCC to better align item and facility setup processes to a custom interface that streamlines setup and provides improved validation of information provided. QSCC also makes vendor contract content available real-time for our associates improving their ability to understand and utilize product data details for operational efficiencies.

QSCC has developed a robust exception reporting environment as part of our daily collection of distribution data. This environment helps to automatically identify data quality issues and allows us to work with our trading partners to understand our data and how to remediate as quickly as possible.

We measured a recent 30-day window in which we received 1,026 new SKUs from our distribution partners. Because our distribution partners provide GTINs in the product signature, we are able to automate the linkage of the reported item to the master item in our environment. This automation led to 456 distribution SKUs being auto-mapped saving time for our data quality team that manages this information and creating near real-time visibility for our team.

Q: How does enhanced traceability help you as an operator protect your brand and mitigate risk?

A: As an operator, it is imperative to the Wendy's brand that we keep our consumers safe. Scanning the GS1-128 barcodes on product cases at restaurant delivery gives us the enhanced traceability we need during a withdrawal event. With visibility to batch/lot information in the scanned GS1-128 barcode, we can now target the specific restaurants impacted by a withdrawal, eliminate excessive product waste in non-impacted restaurants, and ensure the safety of our consumers.