

# Data Synchronization

Advantage Sales and Marketing (ASM) is a leading sales and marketing agency in North America, offering a distinctive advantage to our clients in the CPG space.

For more than 20 years, ASM has demonstrated a commitment to its clients and customers by being a leader in supporting CPG technology leading to maximum sales results.

ASM quickly embraced the benefits of data synchronization at its inception and is actively encouraging all of its trading partners to join the process. Use of the Global Data Synchronization Network (GDSN) repeatedly demonstrates that it is the most efficient way to communicate consistent information between trading partners. Consider an environment consisting of increased data accuracy resulting in fewer deductions, improved time-to-market for new products and promotions, and enhanced reporting.

If improving productivity while decreasing costly errors is important to you, ASM can help.

## The synchronization process

Synchronizing items with ASM is very straight forward. The steps include:

- 1 If you are not currently a member of a GDSN certified Data Pool, contact 1Sync at 1-866-280-4013 x1 or [customersupport@1sync.org](mailto:customersupport@1sync.org) to get started.
- 2 Provide your GLN to ASM by sending it to [datasync@asmnet.com](mailto:datasync@asmnet.com).
- 3 ASM will create and verify a subscription to your GLN.
- 4 ASM will request that you send a few hierarchies in production (at least three or four to represent the variety of your packaging configurations). Please publish all items as "initial load." ASM will send CICs for all CINs.
- 5 The ASM database team will review the data.
- 6 ASM will request that you send the remainder of your catalog.



# Advantage

## Order to Cash

### ASM Facts

2009 Revenue: \$953M  
Clients: 1,200+  
Associates: 28,000+  
Established: 1987

### Data Synchronization Facts

Member: 1Sync  
ASM GLN: 1100001004560

### Why ASM?

- Experienced and proven track record
- Knowledgeable database team
- Improves data accuracy
- Reduces costly errors
- Client/customer satisfaction
- Shortened lead time
- Enhanced reporting

### BPO Services

Full Scope or Staff Augmentation

- EDI Services
- Order Processing
- Customer Service
- Invoice Management
- Deduction Management
- Collections
- Remit Processing
- VMI
- AR Analysis & Reporting

To learn more about ASM's Data Synchronization services contact:

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