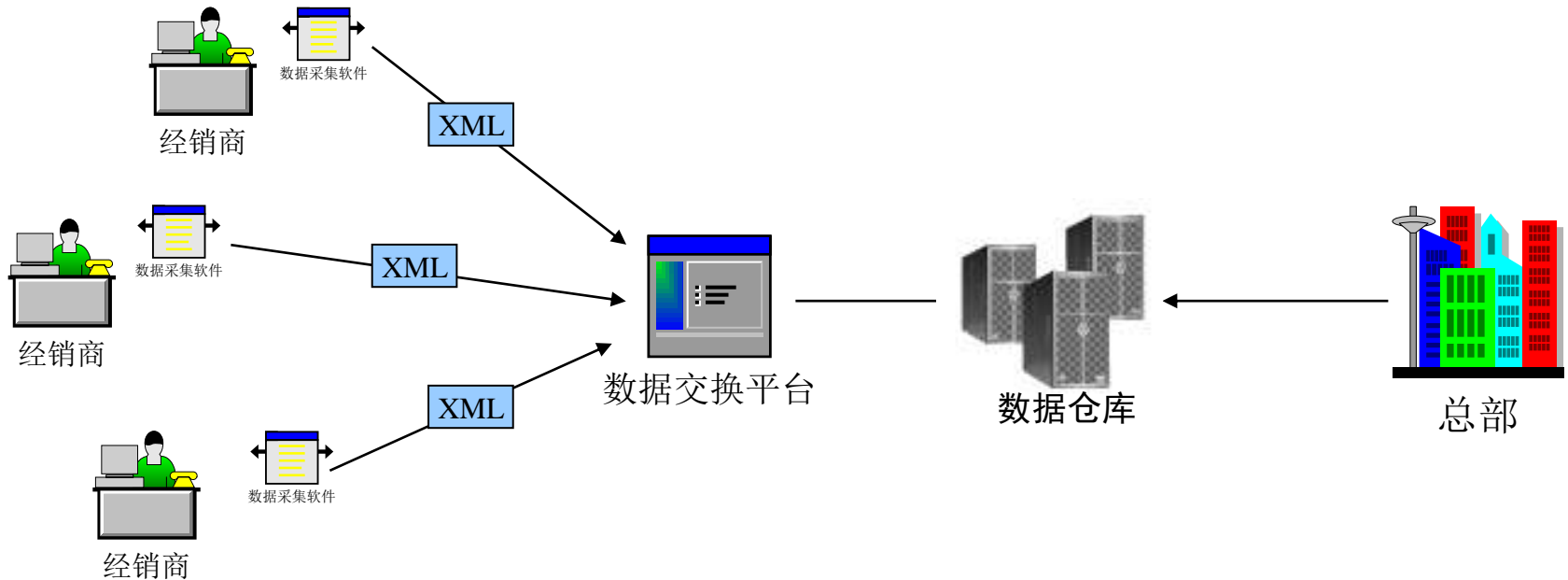




# Data Exchange System Introduction

Sep 2011

# How DES works?



- An data exchange software will be installed in distributor's network, extract Principle related business data (Purchase-Sale-Inventory, Product Master, Customer Master) on specified time every day.
- After distributor reviewed and confirmed these data, then sent to Principle's system.。

# One-click operation

- Once DES has been installed, data operator only need:
  - **Verify** the correctness and completeness of data to be transmitted;
  - Click **“Upload”** button.

< 15 seconds

**WinChannel** 赢销通经销商数据采集平台 English 退出

销售 进货 库存

单据编号	单据日期	单据类型	门店名称	门店编码	产品名称	产品编码	产品条码	产品数量	产品价格
XS-2008-12-31-20895	2008-12-31	s	强生家乐福店	0273681	婴儿柔湿巾有香80片*3包装促销装	014069	6908588104919	6.0000	130.0
XS-2008-12-31-20895	2008-12-31	s	强生沃尔玛店	0273681	强生婴儿倍柔护肤柔湿巾10片无香	014071	6908588104957	6.0000	121.5
XS-2008-12-31-20895	2008-12-31	s	强生家乐福店	0273681	强生婴儿牛奶倍润柔湿巾80+10片促销装	014072	6908588104902	12.0000	42.2
XS-2008-12-31-20895	2008-12-31	s	强生沃尔玛店	0273681	婴儿护肤柔湿巾有香80片双包装	014073	6908588104926	12.0000	42.2
XS-2008-12-31-20895	2008-12-31	s	强生家乐福店	0273681	强生婴儿牛奶倍润柔湿巾10片旅行装	014074	6908588104940	12.0000	38.6
XS-2008-12-31-20893	2008-12-31	s	强生沃尔玛店	0273681	强生婴儿牛奶倍润柔湿巾10片旅行装	014057	6908588104711	6.0000	183.0
XS-2008-12-31-20893	2008-12-31	s	强生家乐福店	0273681	强生婴儿牛奶倍润柔湿巾10片旅行装	014002	6908588104186	10.0000	33.0
XS-2008-12-31-20893	2008-12-31	s	强生沃尔玛店	0273681	强生婴儿牛奶倍润柔湿巾10片旅行装	014008	6908588401452	5.0000	33.0
XS-2008-12-31-20931	2008-12-31	s	强生家乐福店	0273681	强生婴儿牛奶倍润柔湿巾10片旅行装	014069	6908588104919	6.0000	130.0
XS-2008-12-31-20931	2008-12-31	s	强生沃尔玛店	0273681	强生婴儿牛奶倍润柔湿巾10片旅行装	014071	6908588104957	6.0000	121.5
XS-2008-12-31-20931	2008-12-31	s	强生家乐福店	0273681	强生婴儿牛奶倍润柔湿巾10片旅行装	014072	6908588104902	12.0000	42.2
XS-2008-12-31-20931	2008-12-31	s	强生沃尔玛店	0273681	强生婴儿牛奶倍润柔湿巾10片旅行装	014073	6908588104926	12.0000	42.2
XS-2008-12-31-20931	2008-12-31	s	强生家乐福店	0273681	强生婴儿牛奶倍润柔湿巾10片旅行装	014074	6908588104940	12.0000	38.6
XS-2008-12-31-20975	2008-12-31	s	强生沃尔玛店	020017	强生婴儿牛奶倍润柔湿巾10片旅行装	014069	6908588104919	6.0000	130.0
XS-2008-12-31-20975	2008-12-31	s	强生家乐福店	020017	强生婴儿牛奶倍润柔湿巾10片旅行装	014071	6908588104957	6.0000	121.5
XS-2008-12-31-20975	2008-12-31	s	强生沃尔玛店	020017	强生婴儿牛奶倍润柔湿巾10片旅行装	014072	6908588104902	12.0000	42.2
XS-2008-12-31-20975	2008-12-31	s	强生家乐福店	020017	强生婴儿牛奶倍润柔湿巾10片旅行装	014073	6908588104926	12.0000	42.2
XS-2008-12-31-20975	2008-12-31	s	强生沃尔玛店	020017	强生婴儿牛奶倍润柔湿巾10片旅行装	014074	6908588104940	12.0000	38.6
XS-2008-12-31-20983	2008-12-31	s	强生家乐福店	020016	强生婴儿柔嫩护肤乳(舒便型)750ml	014071	6908588104957	6.0000	121.5
XS-2008-12-31-20983	2008-12-31	s	强生沃尔玛店	020016	强生婴儿柔嫩护肤乳(舒便型)750ml	014072	6908588104902	12.0000	42.2
XS-2008-12-31-20983	2008-12-31	s	强生家乐福店	020016	强生婴儿双效特润霜60g	014073	6908588104926	12.0000	42.2
XS-2008-12-31-20983	2008-12-31	s	强生沃尔玛店	020016	强生婴儿双效特润霜25g 瓶装2008	014074	6908588104940	12.0000	38.6
XS-2008-12-31-20993	2008-12-31	s	强生家乐福店	020344	强生婴儿牛奶滋润霜 80g 瓶装	014074	6908588104940	1.0000	40.0
XS-2008-12-31-20994	2008-12-31	s	强生沃尔玛店	0273732	强生婴儿牛奶倍润柔湿巾80+10片促销装	014071	6908588104957	6.0000	121.5
XS-2008-12-31-20994	2008-12-31	s	强生家乐福店	0273732	强生婴儿宝贝盒(新)	014072	6908588104902	12.0000	42.2

正在传送数据..... : 22%

取消

上传 退出



# Basic Prerequisite

- Agree to share related business data with Principle.
- Manage daily operation in a ERP/WMS or similar system.
- A PC to run the data exchange software (common PC is sufficient, not necessarily a exclusive one, but need access to both ERP/WMS server and internet).
- Barcode is a plus to accelerate product mapping process.

# Our commitment: principle related data only

- System security:
  - DES programmed in JAVA, no modification on OS level or system registry;
  - DES can be installed to any PC which can talk to database;
  - Only 'READ' operation is performed on distributor database;
- Data security:
  - Only principle related data is extracted, and data confidential agreement will be signed;
  - Source code related to extraction logic is available for audit;
  - Data will only be transmitted after business user permission;
  - System log is available for audit;
  - AES-128 algorithm is employed for data transmission; (AES is certified encryption algorithm by US government.)

# Simple Implementation

- **Pre**

- Assign a contact person;
- Assign a PC to install DES software;
- Make sure database and internet is both accessible from this PC;

- **During**

- Answer questions from DES specialist from WinChannel.
- Provide past 2 month PSI transactions for data verification purpose.
- Provide real time inventory data for data verification purpose.

- **Post**

- Upload data timely, contact WinChannel Helpdesk in case of any issue.

# Common Q&A

➤ Question:

- Any risk or possible damage during or after DES installation?

➤ Answer:

- DES itself is used among thousands of distributors around China, it is absolutely safe to use, and it does not modify Windows;
- Certain disk space need to be reserved for data log purpose. (Currently 30 days log is preserved.)
- (Optional) Network and firewall policy review is recommended.

# Common Q&A (cont.)

➤ Question:

- How do you make sure only Principle related data is extracted?

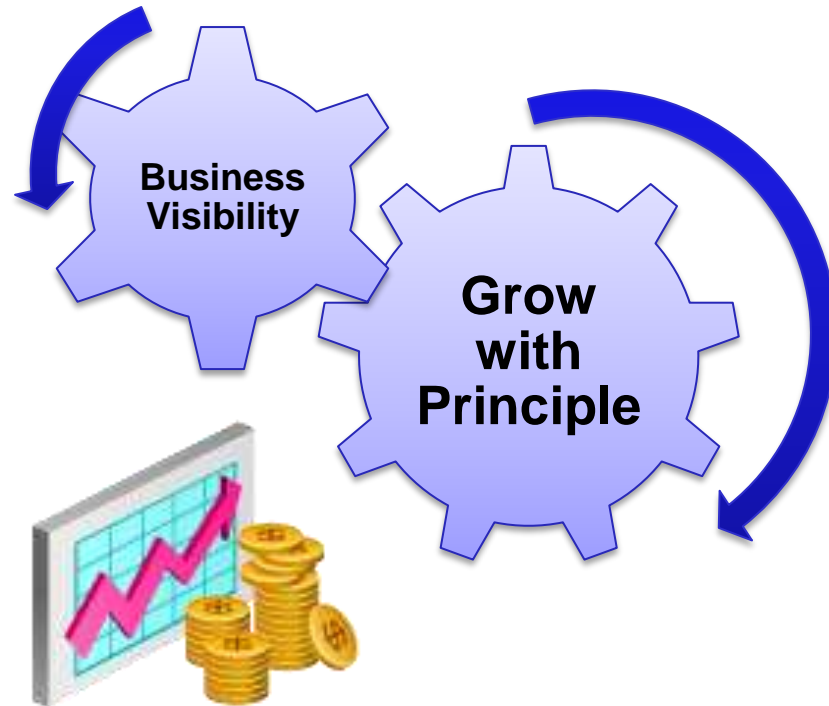
➤ Answer:

- The installation process is completely visible to you, and you can stop at any point.
- Data window and download functionality is provided to facilitate data check process, data will be only transmitted after your approval. If you find any data discrepancy, you can stop immediately.
- Program source code for extraction logic and system log is available for audit at any time.



# About WinChannel

- WinChannel DES has been used by many principles, like Kraft, NIKE, Dumex, Johnson & Johnson, Perfetti Van Melle, Abbott, ABC, Ferrero, Kimberly-Clark, GlaxoSmithKline, China Food, IDS, LeeKumKee among others. The security aspect has been proven.



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# Thanks