



**Company :** MESTDAGH

**Business sector :** Retail

**Software :** *MEDIA CONTACT*

**Use :** POS Data transfer and synchronization

### Profile

The Mestdagh Group manages 66 "Champion" supermarkets, each an average size of 1500m2. They employ 2200 people in Belgium.

### Requirement

In 2003, when the Mestdagh group replaced the RTC connections in its supermarkets with a secured IP/VPN architecture, it needed synchronization software that could easily integrate with its existing applications and that required no programming.

### Solution

Mestdagh's IT management selected *MediaContact* to oversee file transfers and data synchronization (particularly SQL database synchronization). *MediaContact* handles all of the data flow from work applications:

- **Transfer of store management data**
  - Centralized collection of sales, receipts, invoices, delivery slips...
  - Distribution of articles, pricing, deliveries and sales materials to stores...
- **Personnel management data transfers**
  - Centralized collection of reconciliation data
  - Centralized collection of work orders (temporary)

This real-time data sharing calls upon *MediaContact*'s SQL synchronization and XML transfer services.

### ● ETL

- FTP automation of application servers on the head office LAN

### ● Distribution of files to vendors

- Sales figures for customer behavior studies
- Vendor orders

These services make use of *MediaContact*'s FTP automation service.

### ● Data sharing for managing loyalty cards

- Collection of all deposits in XML format
- Piloting the centralized execution of loyalty points calculations
- Distribution of these calculations to stores and synchronization with the Mestdagh website, allowing customers to view the points they have accumulated.

In 2009, when the Mestdagh group decided to optimize in-store order taking by equipping staff with PDAs, the IT Director expanded the use of *MediaContact* to include the management of this fleet of mobile terminals.

### Reported benefits

- Automation of software updates
- Rapid transfers
- Bandwidth optimization (differential synchronization)
- Increased reliability of data exchange

« The increase in data exchanges between our various sales points and our headquarters became a critical issue for our business. *MediaContact* was selected for its ability to manage all of the company's data flows. We were able to quickly integrate the software into our infrastructure and it has proven itself to be remarkably reliable. The main qualities that were crucial to our decision were the following: complete automation of the transfer and administration process, push mode, bandwidth optimization, transfer speed, differential synchronization. In sum, *MediaContact* provides exceptional added value compared to a traditional FTP solution. »



**Stéphane Henry**  
Mestdagh IT Director

