



GSMP

Barcelona, April 2006

The global language of business

www.gs1.org



GSMP is the core of our standards

1. The core equity and core competence of GS1 is to develop **Global Standards**
2. A. T. Kearney and Cap Gemini have established that Global Standards (GTIN's, GLN's and e-Com) are the number one step of Global Collaborative Commerce
3. The Global CEO Forum has endorsed that **Global Standards** are the basic pillars of Global Collaborative Commerce and has committed to provide the required resources to GSMP
4. GS1 key competitive advantage versus other standards organizations is GSMP, that has proven to deliver more than 1000 new standards and standards changes in the last 5 years
5. GSMP is a unique global collaborative community of users and GS1 professionals committed to develop Global Standards



GSMP Challenges

1. New systems are very demanding of new standards:
 1. GDSN
 2. Traceability
 3. Upstream
2. New sectors require Global Standards and our knowledge is limited
 1. Healthcare
 2. Transport and logistics
 3. Defense
3. Integration of GS1 standards



GSMP in San Mateo (California, USA)

1. We need to continue the excellent work done by GSMP in the last 4 years to hit new targets of performance. Our objective is to further improve:
 1. Speed
 2. Quality of the standards
 3. Quality of the documentation
 4. Provide clear metrics of performance
2. A GSMP Review Committee (of experts) will work to deliver the required changes to be presented in the GS1 Global Forum (Brussels 2006) for approval in May 2006



GSMP Optimization project: Actual status

- The task force has finished the recommendation and will submit the proposal to the GS1 Board for approval in May 2006
- The new GSMP process will start as of July 2006



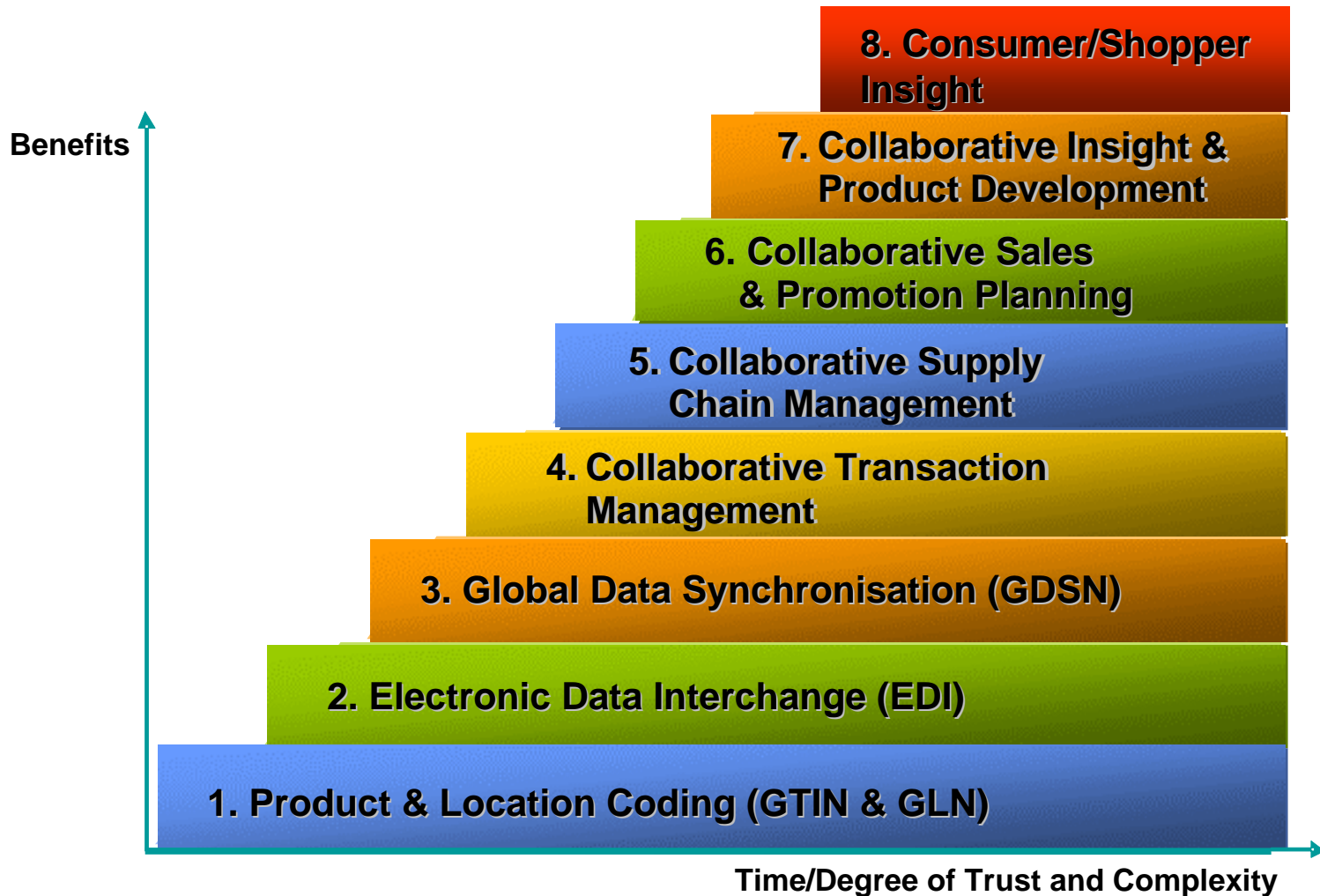
Status of E-Collaboration

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The Stairway of E-Collaboration



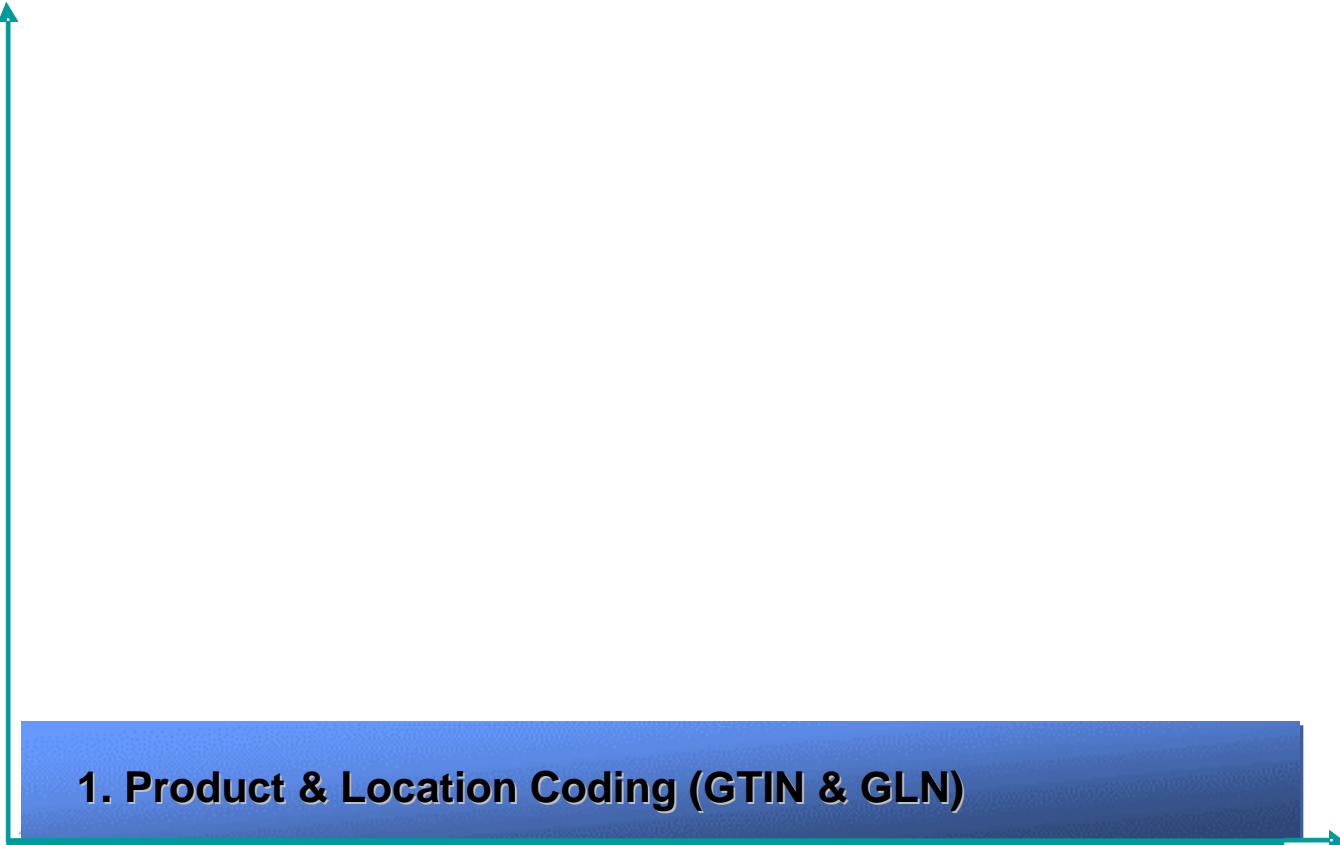


HOW WELL IS THE INDUSTRY DOING?



First step: Identification Systems

Benefits



1. Product & Location Coding (GTIN & GLN)

Time/Degree of Trust and Complexity

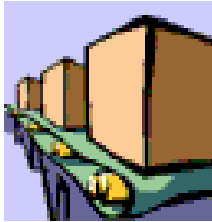


Product & Location Coding

PRODUCT CODING - GTIN



94%

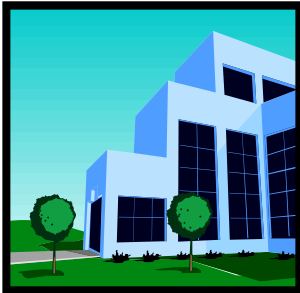


86%



60%

LOCATION CODING GLN



62%

IMPEDIMENTS
TRADE MATURITY

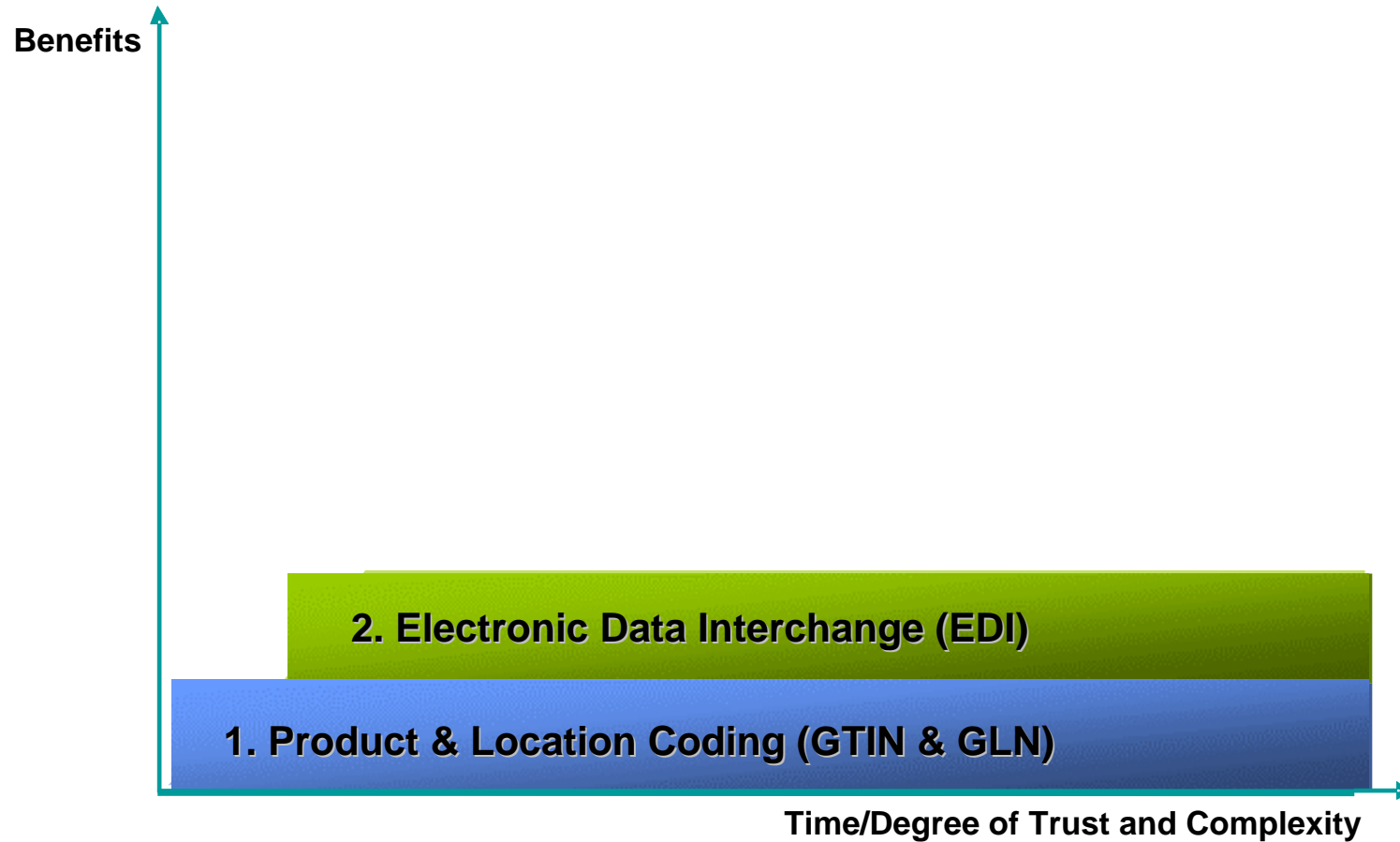
SOLUTION
EVOLUTION OF
GLOBAL
SYSTEMS

IMPEDIMENTS
TRADE MATURITY

SOLUTION
EVOLUTION OF
GLOBAL SYSTEMS

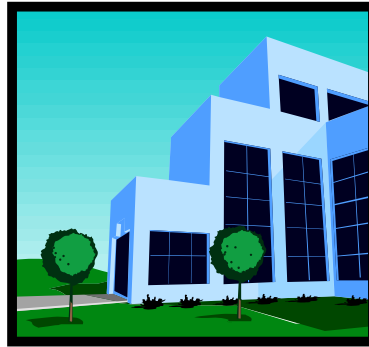
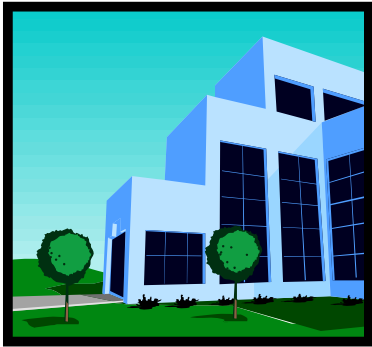


Second Step: EDI





ELECTRONIC DATA EXCHANGE (EDI)



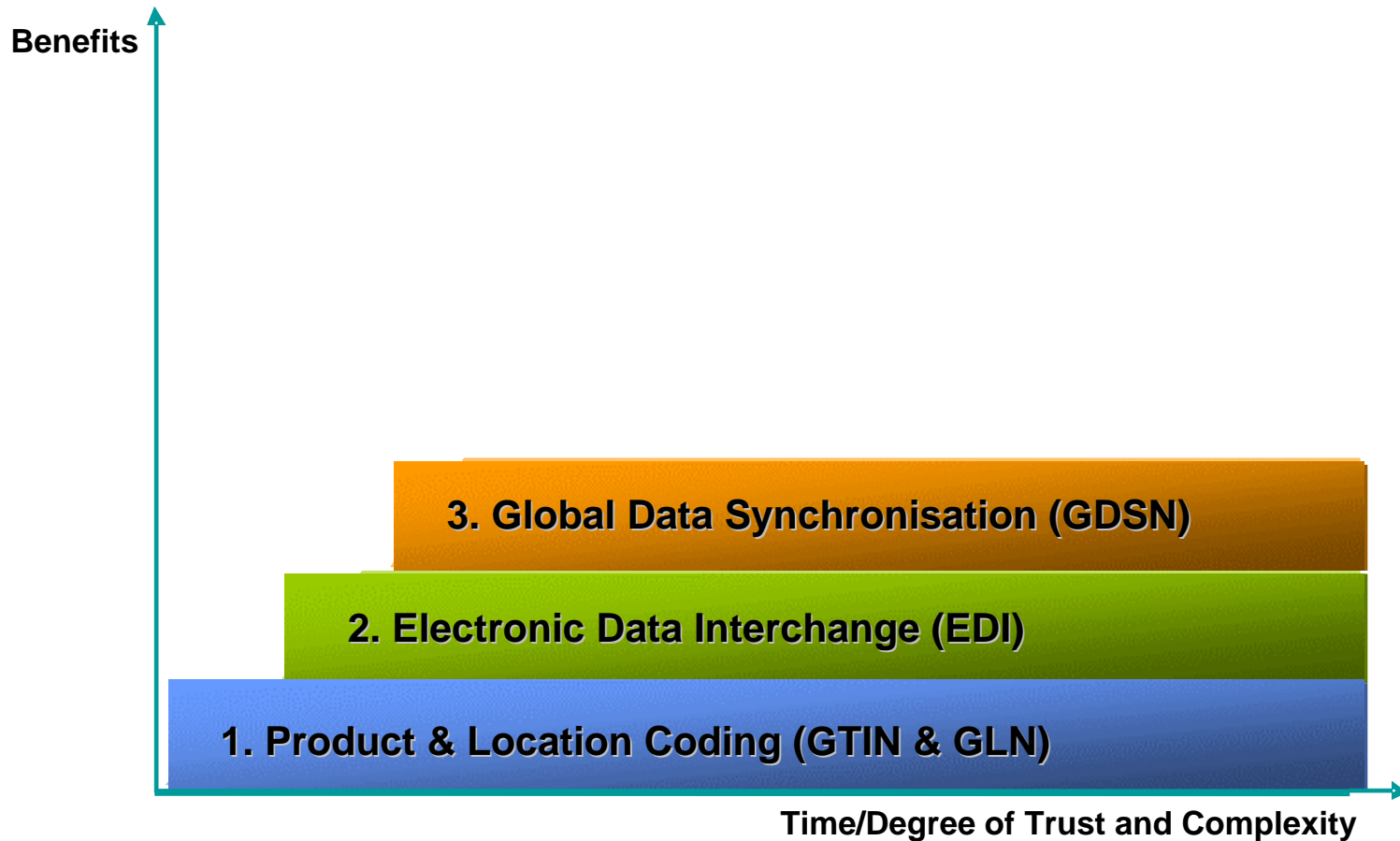
ORDERS 85%
INVOICES 80%

IMPEDIMENTS

**-THE 80/20 RULE – THE LAST 20%
REPRESENT THE “SME” COMMUNITY**

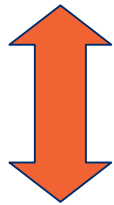


Third Step: Data Synchronization





DATA SYNCHRONISATION (GDSN)



GDSN



**% SALES WITH
SYNCHRONISED DATA
VIA GDSN – 20%**



IMPEDIMENTS

- INTEROPERABLE DATA POOLS
- BUSINESS PROCESS CHANGE

SOLUTION

- USERS TO DRIVE DATA POOLS TO BECOME INTEROPERABLE
- PROCESS CHANGE TAKES EFFORT

ONLY 40% OF COMPANIES HERE TODAY ARE USING THE GLOBAL NETWORK OF THE 60% NOT USING IT 90% ARE RETAILERS



Presenters

- Presenters:
 - Jose Luis Duran, President of the Management Board of **Carrefour**
 - Roger Deromedi, President and CEO of **Kraft**



Global CEO Forum

- Bart Becht, Reckitt Benckiser
- Peter Brabeck, Nestle
- Antony Burgman, Unilever
- Roger Deromedi, Kraft
- Colleen Goggins, J & J
- Neville Isdell, Coke
- A G Lafley, P&G
- Ulrich Lehner, Henkel
- Steve Reinemund, Pepsico
- Frank Ribaud, Danone
- Gary Rodkin, Conagra
- Todd Stitzer, Cadbury Schweppes
- J F van Boxmeer, Heineken
- Tim Smucker, J M Smucker
- Pierre-Olivier, Delhaize
- Gordon Campbell, Spar
- Dave Dillon, Kroger
- Jose Luis Duran, Carrefour
- Karl Haub, Tengelmann
- Claude Hauser, Migros
- Justin King, J Sainsbury
- Hans-Joachim Korber, Metro
- Terry Leahy, Tesco
- John Menzer, Wal-Mart
- Anders Moberg, Ahold
- Jeff Noddle, Supervalu
- Norio Yamaguchi, Ajinomoto
- Danny Wegman, Wegmans



Focus in 2006

Our focus in 2006:

1. Make the new GSMP a bigger success
 1. Higher Speed
 2. Higher Quality
2. Ensure that we develop standards that are implemented



What we don't change

We don't want to change the people's **GSMP SPIRIT**:

- Their leadership
- Their passion
- Their collaboration spirit
- Their business and technical knowledge
- Their friendship



THANKS

Thanks to the long lasting members

Thanks to the new comers

Keep the GSMP spirit 😊 😊 😊 !!!