



## GS1 eCom Standards in 2007 Overview



## eCom Implementation Survey

The GS1 Global Office runs the annual survey, aimed at assessing the state of the eCom community worldwide. It covers implementation of the eCom standards in countries where the GS1 Member Organisations are present.

GS1 eCom Standards ensure secure, reliable and seamless exchange of business information world wide.

### What are we trying to assess?

- Type and versions of standards implemented (GS1 EANCOM®, GS1 XML, other non-GS1)
- Number of implementing companies
- Specific messages implemented
- Communication methods used for exchanging eCom messages
- Member Organisation activities in the area of eCom

### Why is this important?

The data collected in the survey are useful both for GS1 community and the user companies.

The **GS1 Global Office** use them to validate the implementation of eCom strategy and prioritise the projects recommended there. Information obtained during the survey helps in taking decisions based on the actual market needs, rather than assumptions.

The **GS1 Member Organisations** benefit from the survey results by being able to compare the situation on their market with what is happening in other countries. If they know what is being implemented where, they also know where to seek assistance when similar needs arise in their country. They can also make estimates how the situation may develop on their market, based on information from other countries.

The **GS1 user companies** gain the possibility to benchmark their own actual or planned implementation with user groups from their own and other countries. The overview of the market trends may also be a valuable aid in taking decisions about the eCom implementation. It is particularly useful if the cross-border business relationship is being set up.

### How reliable is this information?

Data reported in the survey are based partly on estimation made by GS1 Member Organisations, partly on surveys conducted on the local markets and information obtained from the eCom solution providers. Thus, the implementation report should not be considered as a scientific research, but as an illustration of market trends. However, the estimation is made by people the most suitable for that: the GS1 Member Organisation staff members, having daily contact with their user community and often assisting them in implementation.

## eCom implementation in 2007

76 Member Organisations responded to the survey and 56 of them reported that some forms of eCom have been implemented in their countries in 2007 (see Figure 1).

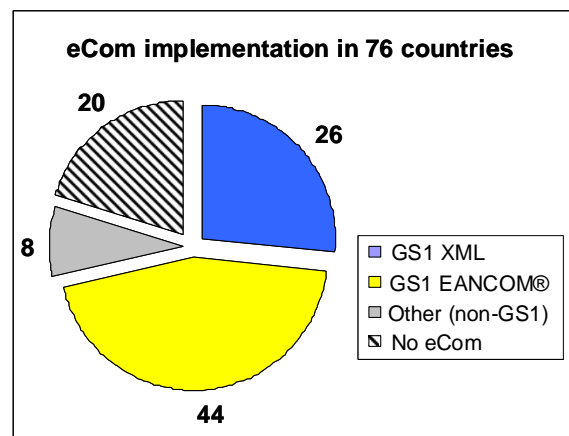


Figure 1

Geographically, the eCom implementation spreads over all continents, with the lowest coverage in Africa (see Figure 2). The 'white spots' on the map are the countries for which the GS1 Member Organisations did not provide any information.

The EANCOM<sup>®</sup> standard in 2007 has been implemented in 44 countries, by over 95.000 companies. The widest implemented version is still EANCOM<sup>®</sup>97, although the newest one (and the only one currently supported by GS1) is catching up (see Figure 3).

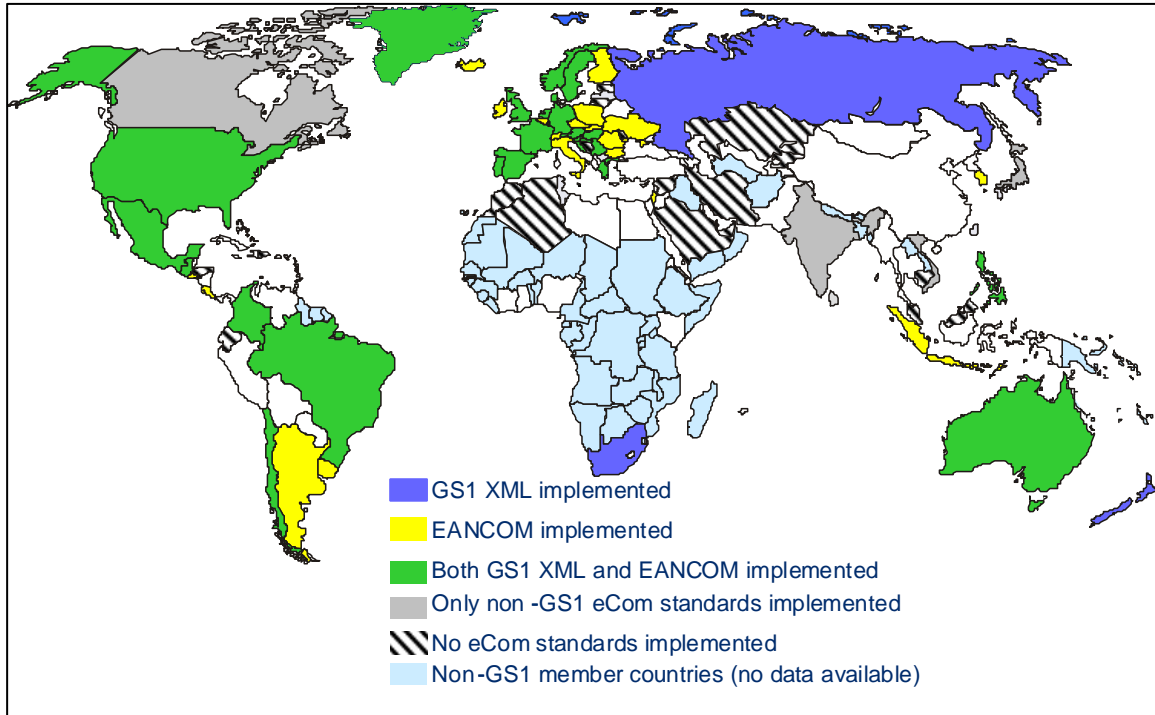


Figure 2

### EANCOM<sup>®</sup> standard

### GS1 XML standard

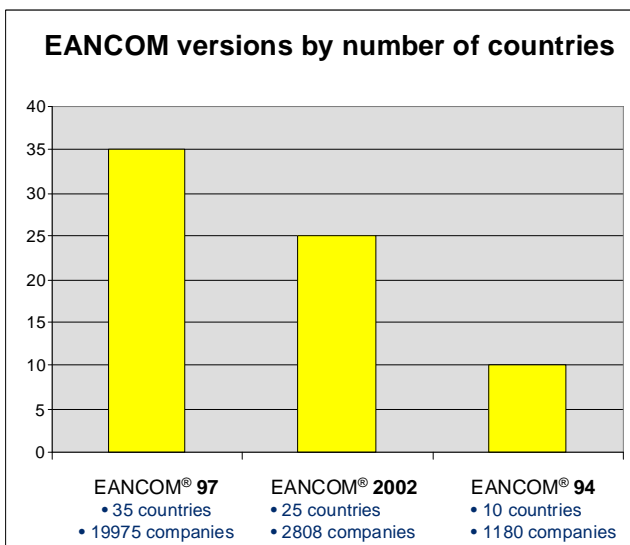


Figure 3

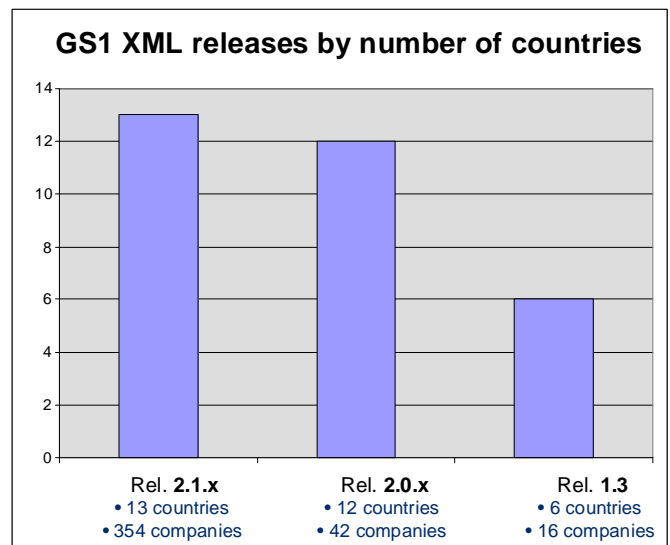


Figure 4

The GS1 XML standards have been implemented in 26 countries, by a bit more than 10.000 companies. The most popular release was 2.1.x, followed by 2.0.x and 1.3 (see Figure 4). More information about the releases can be found on GS1 website: [www.gs1.org/services/gsm/kc/ecom/xml](http://www.gs1.org/services/gsm/kc/ecom/xml)

### Non-GS1 eCom standards

The non-GS1 eCom standards have been used by the GS1 Member Companies in 23 countries. These other standards are rather diverse, the most popular are the local country specific or regional standards (including ANSI X12) implemented in 8 countries and RosettaNet reported as being used in 4 countries. A few countries (3 of each) reported the use of Universal Business Language – UBL, sector specific standards and proprietary solutions. The details about the other non-GS1 standards are not known.

### eCom communication methods

The use of Internet as the eCom communication method increases not only for XML, but also the classic EDI. AS2, that can be used both for sending XML and classic EDI messages over the Internet, was used in 19 countries. The same number of countries reported the use of Value Added Networks, used mainly for sending classic EDI messages.

## eCom Implementation trends 2005 – 2008

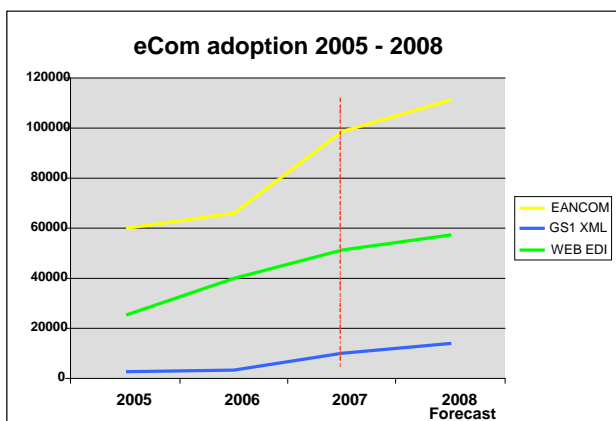


Figure 5

The adoption of eCom during last few years has been growing steadily, with evident acceleration last year. This growth is expected to last at least also during 2008. Figure 5 illustrates the implementation of GS1 EANCOM®, GS1 XML and Web EDI in last three years, and the forecast for 2008.

Particularly notable is that EANCOM® is about to break the 100.000 companies barrier, while most technologies of the same maturity are reaching a saturation point.

The use of the much more recent GS1 XML standard has grown significantly last year, breaking the level of 10.000 companies. The details of the GS1 XML implementation results are presented in Figure 6. This is mainly due to a refocus on new business areas, rather than replicating existing ones where other eCom solutions have already been well established.

The Web EDI implementation is also growing, although not as quickly as the two other technologies.

For advise about implementing GS1 eCom Standards contact your local GS1 Member Organisation

### More information

More information about GS1 eCom and the detailed report “eCom Standards in the GS1 Community 2007” can be found on the GS1 website: [www.gs1.org/productssolutions/ecom](http://www.gs1.org/productssolutions/ecom)

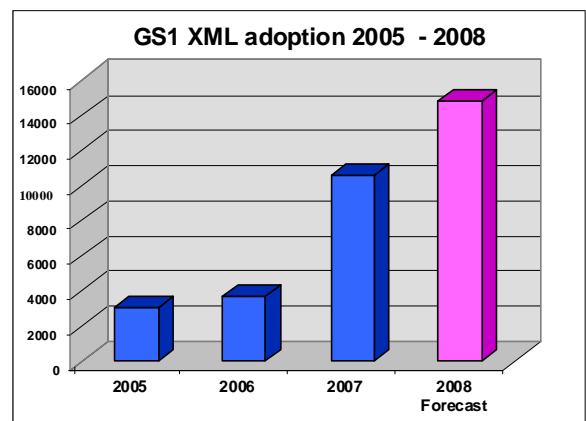


Figure 6