



## GS1 eCom Standards in 2010

Overview

[www.gs1.org](http://www.gs1.org)  
The global language of business



## eCom Implementation Survey

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

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

### 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
- Sectors and business processes in which eCom standards are used
- 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** uses them to update eCom strategy and define the future of eCom. Information collected during the survey helps in discovering the training, communication and marketing needs of users and Member Organisations. It allows taking decisions based on facts rather than assumptions.

The **GS1 Member Organisations** benefit from the survey results by being able to compare the situation in their market with other countries. Knowing what is being implemented where, it is easier to seek assistance when similar needs arise in their country. They can also estimate how the

situation may develop in their market, based on information from other countries. It is particularly useful in supporting user companies with cross-border business.

The **GS1 user companies** gain the possibility to benchmark their own actual or planned implementation with other users in their own country and abroad. The overview of the market trends may also help in taking decisions about the eCom implementation.

### How did we collect the data?

Data reported in the survey are sometimes based on estimation made by GS1 Member Organisations, sometimes on surveys conducted in the local markets and information obtained from the eCom solution providers. However, the estimation is done by the most suitable people: the GS1 Member Organisation staff members, having daily contact with their user community and often assisting them in implementation.

## eCom implementation in 2010

90 out of 108 Member Organisations responded to the survey and 61 of them reported that some forms of eCom have been implemented in their countries in 2010 (see Figure 1).

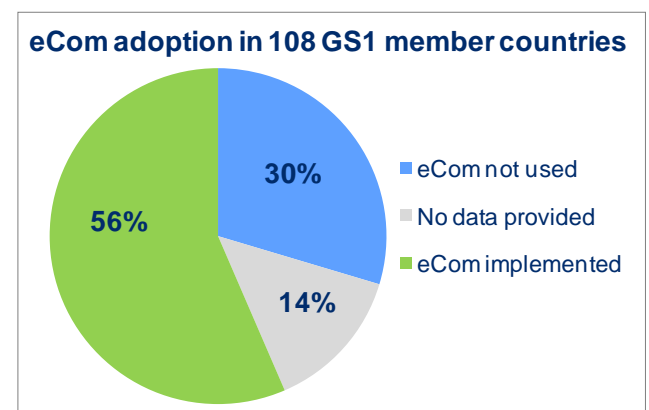


Figure 1

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 2010 has been implemented in 45 countries, by more than 100,000 companies. See figure 3.

The GS1 XML standards have been implemented in 33 countries, by almost 22,000 companies – see figure 4.

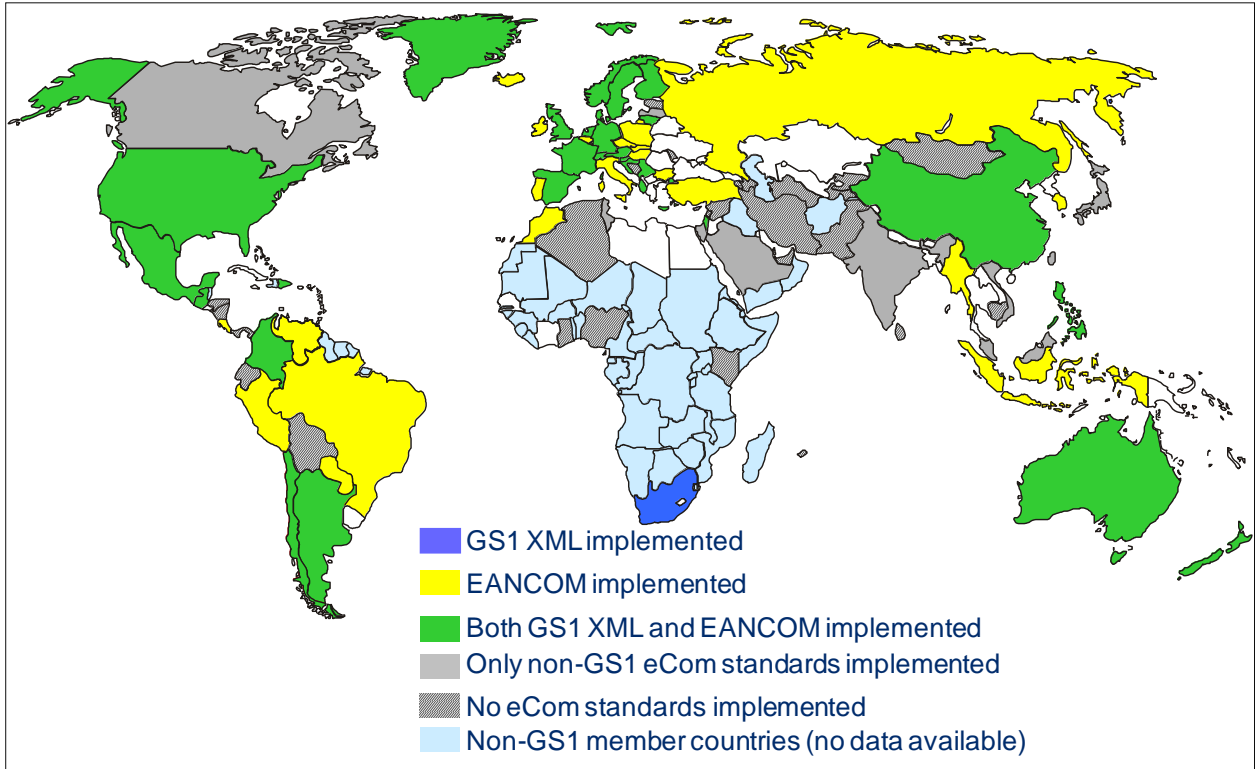


Figure 2

**EANCOM<sup>®</sup> standard**

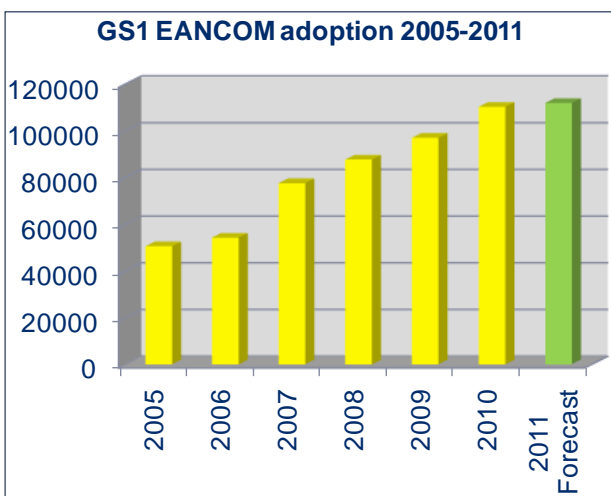


Figure 3

**GS1 XML standard**

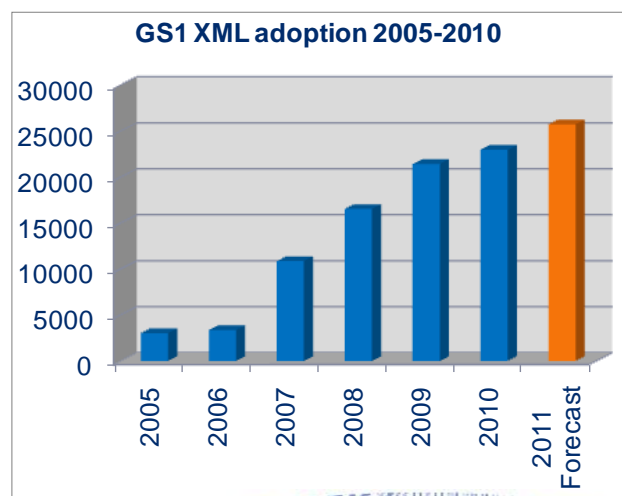


Figure 4



## Non-GS1 eCom standards

Non-GS1 eCom standards have been used by GS1 Member Companies in 37 countries. These other standards are rather diverse, the most widely used are the local country specific or regional standards (including ANSI X12), UN/EDIFACT, UBL (Universal Business Language), sector specific standards and proprietary solutions.

## eCom communication methods

The use of Internet as eCom communication method increases not only for XML, but also the classic EDI. AS2 that can be used for sending both formats of EDI messages over the Internet was implemented in 41 countries. The same number reported the use of Web Services. The Value Added Networks used mainly for sending classic EDI messages are still very widely utilised. They were reported as used in 42 countries.

## eCom Implementation trends 2005 – 2010

Figure 5 illustrates the implementation of GS1 EANCOM®, GS1 XML and Web EDI in last six years, and the forecast for 2011. Due to some inconsistencies in the responses received every year, the chart represents statistical approximation of the 6 year results.

Figure 3 proves that GS1 EANCOM® is not an 'old and obsolete' technology. The number of its users keeps growing.

The newer – comparing to the 'classic' EDI –

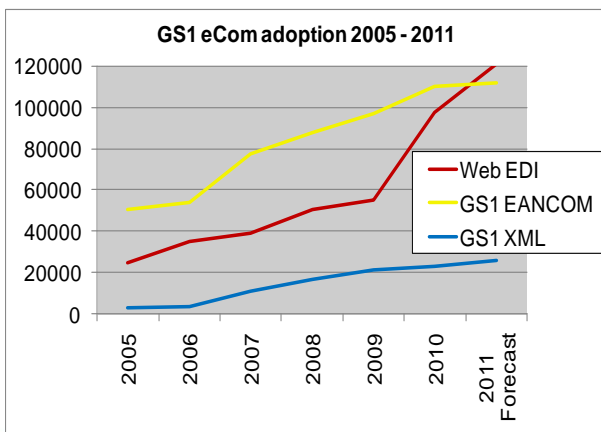


Figure 5

GS1 XML standard after a period of modest implementation levels grew during first few years is approaching the level of 23.000 companies. Figure 4 illustrates details of the GS1 XML implementation.

The Web EDI implementation is also growing at a similar rate, which indicates that also smaller companies and organisations are increasingly embracing eCom based information exchange.

In general, the interest and actual adoption of the electronic form of business documents exchange is constantly growing, confirming the benefits companies can get from this form of business integration.

## eCom adoption in industry sectors

GS1 eCom standards are most widely adopted in Consumer Goods Retail - the 'traditional' GS1 sector. The share of GS1 among the all eCom standards adopted is also quite important in Transport and Logistics as well as Healthcare including Pharmaceuticals: see figure 6.

For advice about implementing GS1 eCom Standards ask one of GS1 MOs

## More information

More information about GS1 eCom and the detailed report can be found on the GS1 website: <http://www.gs1.org/eCom>

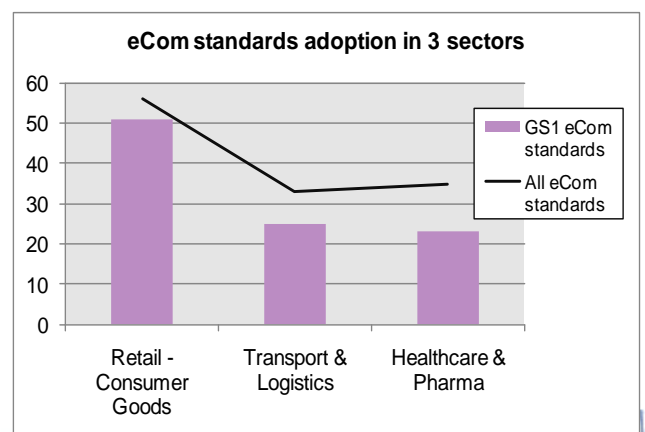


Figure 6