



## ALSO IN THIS ISSUE:

### GDSN in action ..... 1

- Is GDSN a religion? Implementing GDSN at Ahold
- GDSN, Coca-Cola style
- P&G: live in 13 countries with GDSN
- "We made party sync a way of life": GDSN at Supervalu
- 100% data transfer: GDSN and GPC at Carrefour
- Standardizing internally: GPC at Best Buy
- GPC at Wal-Mart

### News from around the world ..... 4

- Aecodata: GDSN in Spain
- GS1NET: GDSN in Australia and New Zealand
- GS1 DAS: GDSN in the Netherlands

### Status updates & accomplishments ..... 5

- Status update: GDSN accomplishments
- Status update: DQF and the Data Quality Challenge
- Status update: GDSN development roadmap
- GPC accomplishments
- The GDSN in new sectors: synchronizing data beyond FMCG

*Hello to all! Welcome to this first edition of the GDSN Newsletter.*

*This particularly comprehensive first issue is extra-rich in information and updates. We have noticed that so many of you have great ideas and innovative approaches to implementing GDSN, using GPC, and boosting Data Quality. Our primary goal in launching this newsletter is to share these stories of **GDSN in action** around the world. We'll also keep you updated on our most recent accomplishments.*

*Do you have a GDSN, GPC or DQ story to share?  
Contact Jan Denecker at [jan.denecker@globalsign.org](mailto:jan.denecker@globalsign.org)*



Sally

## GDSN IN ACTION

### Is GDSN a religion? Implementing GDSN at Ahold

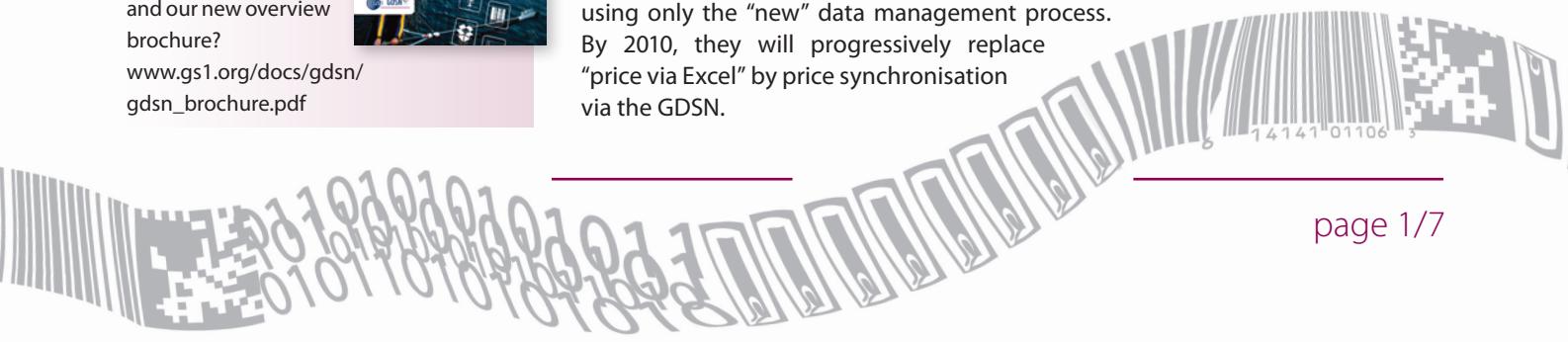
People involved in data synchronisation at Ahold often ask "Is GDSN a religion?" and only half-jokingly, because their experience has shown many times that you really have to "believe" in GDSN, or it will not work.



At Albert Heijn Supermarkets within the group, for example, it was a desire to increase data accuracy that first triggered their GDSN deployment project back in 2003. Some difficulties encountered across the next few years included the immaturity of GDSN and some data pools, limitations of the Ahold legacy systems, PIM implementation, budgets, supplier readiness, and issues with data quality. Only a strong "belief" from Ahold executive management that the benefits could indeed be achieved helped them to overcome the hurdles. Today over 350 of Albert Heijn's 850 suppliers are live; another 250 suppliers are members of a GDSN-certified data pool.

Ahold rolled out a new data management process as part of their GDSN implementation. The new process uses GDSN infrastructure implementation with WebMethods and PDM to create new and changed item documents that are also manually processed in the firm's "old" data management process. This "double" processing facilitates the implementation of GDSN and enables easier supplier on-boarding, without impacting current data management processes. Currently, Ahold is migrating toward end-to-end GDSN integration using only the "new" data management process. By 2010, they will progressively replace "price via Excel" by price synchronisation via the GDSN.

This newsletter is just one part of a recent effort to update our support material. Have you seen our new website [www.gs1.org/gdsn](http://www.gs1.org/gdsn) and our new overview brochure? [www.gs1.org/docs/gdsn/gdsn\\_brochure.pdf](http://www.gs1.org/docs/gdsn/gdsn_brochure.pdf)



## GDSN, Coca-Cola style

As they seek to eliminate disruptions and enable growth, The Coca-Cola Company uses GDSN as part of its focus on "New Ways of Working Together." The group is currently concentrating on increasing the adoption of Item Sync across the US, especially in their DSD (Direct Store Delivery) activities, which lag behind their warehouse activities in this aspect. In Mexico, the focus is on the Master Data Catalog and GDSN Item Sync. Also in Europe, they look to expand data synchronisation.



The Coca-Cola Company is also working hard with the GS1 Data Quality Framework. They performed an initial Self-Assessment in spring 2007, with a KPI Self-Assessment Score of 93.4% (the highest being 100% and the lowest 74.1%). They currently have a partially (60%) integrated process flow for item creation, and feel that their Product Life Cycle Management System is three years away from full process flow integration. Of course, the firm's expansion and global implementation opportunities stretch well beyond their current Data Quality processes. "Like many other suppliers," says Kraig Adams, "our journey continues."

## P&G: Live in 13 countries with GDSN

GDSN is live in 13 countries in the P&G universe, with opportunities in many others. The company organises its successes in the following way: First, create the capacity for global data synchronisation; Second, deliver quality data; and finally, connect to customers and capture the benefits.

*"The quality of our master data, which we share with our internal and external customers, and use to drive our business, is as important to P&G's success as the quality of our packaging and the products themselves,"*

notes Simon Glass.

P&G has a complete E2E Master Data Initiative underway to transform their management of Weights and Dimensions (W&D). Their goal: That the W&D information provided to customers is equal to the actual measurement of the product (within certain tolerances). Having more accurate weights and dimensions has resulted in business benefits for both P&G and their network of retailers.

### Benefits to P&G:

- Eliminate duplicate measurement processes
- Improve freight utilization
- Cost avoidance, no more need for 3rd party measurements

### Benefits to Retailers:

- Eliminate measurement processes and their associated costs
- Optimize distribution network (e.g., Wegmans utilized up to 18% more outbound capacity by using accurate weights & dimensions data)

As P&G looks to the future, they plan to complete their data accuracy improvement program in North America and then expand to other regions. They intend to hit "critical mass" for GDSN implementations in NA, and then focus on adoption in Europe & LA, ad well as expansion into Asia & CEEMEA.



## **"We made Party Sync a way of life": GDSN at SUPERVALU**

SUPERVALU is currently synching almost 200,000 GTINs with 610 suppliers in production, of which 550 suppliers are synching 100% of their items. This represents over 60% of non-perishable dollar volume.

The focus is on "relationship dependent data." GDSN is always part of the company's "top-to-top" meetings with their suppliers.

*"Today's leaders in GDSN are just scratching the surface of the potential benefits available from data synchronisation. Companies on both sides of the supply chain need to re-commit to truly synchronising the supply chain,"*

says Greg Zwanziger.

SUPERVALU's expansion strategies include adding Albertsons to data sync activites; expanding category rollout in their supply chain to include meat, bakery, deli, and store brands; and launching synching for Direct Store Delivery items.

SUPERVALU has always known that Data Quality is foundational, and that bad data creates significant inefficiencies. They believe that dimensional information is important – but only the start.



The company undertook a measurement verification project at their Minneapolis distribution center, and produced internal comparison reports versus GDSN. There were often large discrepancies, and having every retailer re-measure supplier products is not the solution! "We expect our suppliers to adopt the GS1 Data Quality Framework," pointed out Greg Zwanziger.

SUPERVALU believes in data completeness. In order for data synchronisation to deliver its full potential, they feel the industry needs to move beyond the minimum requirements. Most suppliers are sending the bare minimum. Most retailers are integrating 30 or less attributes.

It is quite certain that GDSN is a "hit" at SUPERVALU. The company has seen significant improvements in the quality of data compared to manual forms, the elimination of most manual entry of data, and they are capturing and using data that was never used before. "We are focusing all development around GDSN as the source for all supplier item data," concluded Greg Zwanziger.

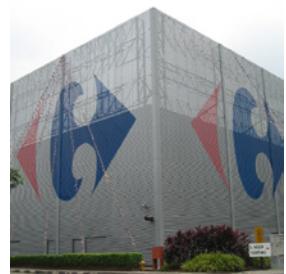
### 100% Data Transfer: GDSN and GPC at Carrefour

Carrefour sets a rule that any supplier must be able to electronically transfer 100% of the data that Carrefour needs by using one of the 3 following channels:

1. Webform: On-line form in which the supplier enters his data
2. Peer-To-Peer (direct flow): Direct flows between partners; integration files in a given data format

### 3. Global Data Synchronisation: Publication of the product information in a data pool by the supplier

On March 1, 2008, Carrefour had almost 450 live manufacturers transferring data on more than 18,600 live products, mostly via webform and Peer-to-Peer, though the percentage of manufacturers and products being synched via the GDSN is growing steadily.



Carrefour France's objectives for suppliers roll-out include having all Food Manufacturers live by the end of 2008. Non-food roll-out should be completed by Q2 2009 (including a pilot with Philips Lighting). Objectives do not yet include clothes or culture manufacturers. Price synchronisation is also on the horizon for Carrefour France. After France, priorities for countrywide roll-out are Spain and Belgium.

### Standardizing internally: GPC at Best Buy

Best Buy now has 13 vendors using GDSN and GPC, which represents an increase of 8 vendors in the past year that send data using GPC codes. This list continues to grow year over year. The company continues to update the mapping of the Best Buy hierarchy to GPC as changes are made, and they actively submit Change Requests as they identify them. They have also begun using GPC bricks to allow for greater accuracy in their taxation systems at their retail stores.



The most critical use of GPC has been to assign new items to the appropriate internal category in the PIM system. For example, Best Buy uses the GPC provided through GDSN by vendors

to map to their internal category hierarchy. These categories are used to define attributes required for an item. They have defined 333 PIM internal categories to date, which are mapped to 329 Bricks.

Patricia Vessey noted that Best Buy's plans to keep an eye on segment development as they have continued to expand the GPC categories they sell. GDSN's limitations on communicating GPC attributes and subscriptions at the attribute level continue to present difficulties and complicate the GDD item data model. Nevertheless, the benefits of GPC for Best Buy are plentiful, and include standardisation across internal business units for category reporting, including international.

## GPC at Wal-Mart



Wal-Mart's interest in GPC revolves around Product Classification and Product Attributes. Product Classification is important as it allows buyers to subscribe (via GDSN) to the product groupings in which they have interest.

Product Attributes enable category management, and provide answers to questions such as: Which products should they carry? Which products should be displayed together? They also help determine why and where some products perform better than others: Where do liquid detergents outperform powdered detergents? Does canned fruit sell better when packed in regular or in light syrup? Product Attributes also allow for more precise analysis of sales; for example, sales of bed linens can be broken down into attributes like linen type or thread count. Product Attributes can also be used to associate or group products for business intelligence



Bruce Hawkins (Wal-Mart)  
at GSMP working meeting  
in Brussels

reporting and analytics; planning & budgeting; replenishment settings; compliance management; merchandising such as centralized versus regional buying; tracking company initiatives such as sustainability; or price management.

There are nevertheless some factors that inhibit the use of GPC within Wal-Mart. For example, less than 10% of all items in Wal-Mart have a valid GPC brick code due to legacy data; whereas 75% of GTINs sent via GDSN have a valid GPC brick code. Some GPC attributes are not currently available via the data pool, though these may perhaps be added in the next release.

## NEWS FROM AROUND THE WORLD

### Aecodata: GDSN in Spain



The history of aecodata goes all the way back to 1999, when GS1 Spain began to work on Master Data Alignment. Aecodata was launched in 2000 and until 2006, it ran as a local data pool. Then in 2007, aecodata was relaunched as a GDSN-certified data pool.

Aecodata today has 205 suppliers and 15 retailers, and almost 32,000 GTINs registered. The main users are Consum, El Corte Ingles, and Carrefour. Aecodata offers many services to its members, including training, support with implementation and launch, especially for SMEs.

Furthermore, aecodata works on Data Quality initiatives, where they can act as a "test" retailer, and then report to suppliers any possible issues that must be solved.

The GS1 Spain team has identified and is working to help resolve a number of challenges. For retailers, the main challenges are readiness, adoption, and promotion. For suppliers, it's also readiness, but of a slightly different kind: gathering all attributes, data quality, understanding the "choreography" of GDSN, and indeed understanding the basic principles of the GS1 standards.

Javier Arias points out that speed is also a challenge. He indicates that they would like to decrease the time it takes to move from the 'We would like to...' phase to the 'We are working on...' phase for both suppliers and retailers. To do this, the industry needs to reduce the complexity and focus on keeping it simple.

Visit the aecodata website at <http://www.aecodata.com/>

### GS1net: GDSN in Australia and New Zealand



GS1net was launched in September 2007 as a single data pool for Australia and New Zealand, a new home for users from the previous EANet community. It is GDSN-certified for both Item and Price.

This platform and community migration from EANet to GS1net happened from September 2007 to April 2008. The new community contains some 850 grocery supplier catalogues with both item and component pricing. Key retailers from the region involved include Coles Group, Metcash (IGA), and Foodstuffs.

GS1net is currently working on making 1SYNC's Source Data Pool and GS1 net's Recipient Data Pool interoperable. This will enable five multinational suppliers to leverage their single point of entry. Retailer business requirements challenged the pass-through model. GDSN Extended Attributes will be used for the short to medium term future.



The team is also participating in the GDSN Healthcare Pilot, using GS1net as the Source Data Pool and 1SYNC as the Recipient Data Pool. Publication and Subscription activities are planned to commence shortly.

Visit the GS1net website at  
<http://www.gs1au.org/services/gs1net/>

## GS1 DAS: GDSN in the Netherlands

GS1 DAS is the Data Alignment Service of GS1 Netherlands. The idea for GS1 DAS first began in 1997, and today GS1 DAS has 740 users across the Netherlands.

GS1 DAS provides a variety of services to its members including: customer support; data pool operation; user administration; update, testimonials and best practices; release management; training; measurement services; and support for implementing the Data Quality Framework. GS1 DAS also has a full set of community development activities, including work on helping members align priorities and ensuring that all retailers have PIMs. The team at GS1 DAS is very active in developing global standards built upon user requests. They participate in a wide variety of steering committees and working groups across GS1.

As they look to the future, GS1 DAS intends to focus on data quality and implementation of DQ programmes. They'd also like to engage their users in the GSMP Change Request (CR) process through a Local Community Network.



GS1 Netherlands

Dutch speakers can visit the GS1 Netherlands website at [www.gs1.nl/](http://www.gs1.nl/)

## STATUS UPDATES & ACCOMPLISHMENTS



GSMP Plenary Session at the World Customs Organization in Brussels on 15 April 2008.

### Status update: GDSN accomplishments

The GDSN team with the user community has accomplished many important things in the past year.

GS1 Global Data Synchronisation standards have truly matured – we now have enhanced Item Sync (2.2), Price Sync and a focus on implementation guide(s).

Phase I of the GDSN Certification Strategy, including a successful Q4 '07 pilot with 6 new data pools joining the GDSN. We are supporting sync in over 50 countries with a total of 23 data pools.

The GDSN shift to focusing on adoption did not result in a lack of effort on developing new functionality. The number of simple Change Requests (CRs) increased, and we initiated and implemented many complex CRs as well.

We launched the 'Maintenance Release' concept (MR1, MR2: deployed July '07, January '08) in the fields of office supply, metric/imperial measures, electronics, hardlines (Do-It-Yourself), entertainment, food/beverage and price updates.

We have also updated, renewed or redone much of our support material, including a brand new GDSN Overview brochure, a fully revised and renewed website (see



GDSN User Group meeting at GSMP in Brussels

[www.gs1.org/gdsn](http://www.gs1.org/gdsn)), the publication of "GDSN Security Guidelines and Requirements Documents", and the creation of a "Transfer Data Pool" policy for trading partners who wish to switch to another data pool. The GDSN Board also updated the GDSN Roadmap Version 7.0, and released the GDSN Certified Data Pool Services: Guideline for Standard and Non-Standard Value-Added Commerce Services document, and the GDSN Data Pool Certification Criteria Document, all of which serve as reference materials to users and data pools on GDSN philosophy, governance and operational guidelines.

The GDSN Resource Library can be found at  
<http://www.gs1.org/productssolutions/gdsn/ds/library.html>

### Status update: DQF and the Data Quality Challenge



Kraig Adams (The Coca-Cola Co.), Bud Babcock (P&G) and Olivier Mouton (Carrefour) presenting the Data Quality Challenge at the GSMP Plenary Session in Brussels.

Data Quality Protocol Version 2.0 has been released. This enhancement provides users with best practices in the development of internal DQ programs.

*We need the help and active participation of many users in the "Data Quality Challenge:" Taking part will deliver benefits to your organisation and your trading partners!*

The GS1 Data Quality Steering Committee has created a new programme to boost data quality and the Data Quality Framework, which has been named the "**Data Quality Challenge**." This programme aims to boost acceptance of the DQ Framework, gather feedback for improvement, and most importantly, create success stories. Within the "Data Quality Challenge" trading partners will collaborate to identify key areas within their relationship that can become improved through the implementation of data quality principles from the DQ Framework.

For more information or to become involved, contact Gabriel Sobrino at [gabriel.sobrino@gs1.nl](mailto:gabriel.sobrino@gs1.nl) or [dataqualityinfo@gs1.org](mailto:dataqualityinfo@gs1.org)

### Status update: GDSN Development Roadmap

The following Approved Projects from the 2007/2008 Development Roadmap have been completed:

- Metric and Imperial Measurement
- Price Synchronisation
- Item Futurisation

The approved standards can be found:

<http://www.gs1.org/services/gsmp/kc/gdsn/index.html>

Projects still in progress include: Maintenance Release III, Enhanced Party Sync, Code Lists and GDSN Modular Item. Information regarding these projects can be found in our May 2008 Business Bulletin ([www.gs1.org/docs/gsmp/gdsn/GDSN\\_Business\\_Bulletin\\_Development\\_Update\\_May\\_2008\\_final.pdf](http://www.gs1.org/docs/gsmp/gdsn/GDSN_Business_Bulletin_Development_Update_May_2008_final.pdf))

The SyncList Audit project was officially closed due to 'work rules.'



The 2008/2009 Development Roadmap will be announced at the GDSN User Group Summer meeting scheduled for 24-26 June 2008 in Amsterdam, and sponsored by GS1 Netherlands.

## The GDSN in new sectors: synchronizing data beyond FMCG

Growth into other sectors strengthens the core of the GDSN by increasing the utilisation of the infrastructure developed and available across the globe. Adjacent sectors and applications, such as Hazardous and Chemical Ingredients, Consumer Electronics and Hard lines / Do It Yourself (DIY) have organised standards development activities to address their specific needs. While these areas share a lot in common with the Fast Moving Consumer Goods (FMCG) sector, they have unique data requirements of their own.

*The healthcare sector has recognised the potential of GDSN and is enhancing current GDSN standards to meet their unique needs.*

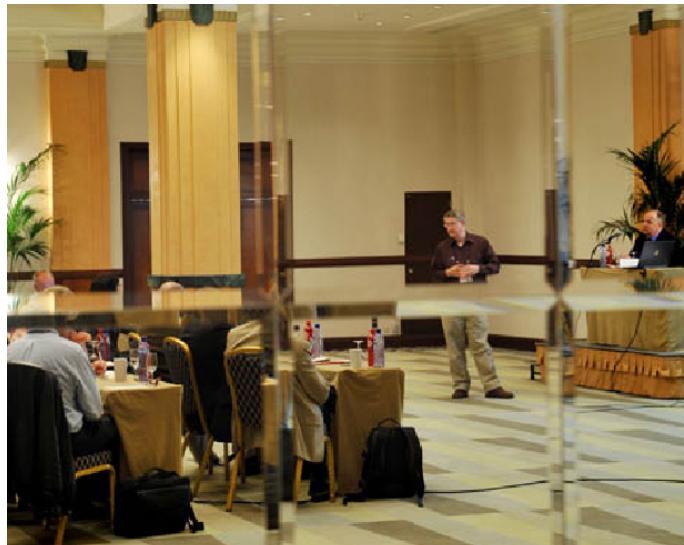
The healthcare sector has recognised the potential of GDSN and is enhancing current GDSN standards to meet their unique needs. The sector is primarily driven by patient safety, in particular making a positive impact on the five patient rights: the right product for the right patient at the right time, the right dose and through the right route. Increased supply chain efficiency is also much needed in healthcare. Significant progress has been made over the past 9 months. We have completed a gap analysis and have built a GDSN data model based on the users' needs. Australia and the US have completed national pilots. A global GDSN pilot in healthcare is currently being finalised, working in collaboration with GS1 Australia and GS1 US. The overall objective of the global pilot is to establish a production level connection between healthcare markets to demonstrate how the GDSN supports the exchange of information across countries and multiple data pools.

In addition, the High Tech industry has identified Central Master Data as a prime area of opportunity. This is an area of proven grounds for the GDSN and the Data Quality Protocol. The High Tech and semiconductor industry have specific requirements which we need to better understand. However, they also share something in common with the other industries – a global supply chain which requires it to identify items and locations and exchange product information.

## GPC accomplishments

The past months have seen many fruitful accomplishments in the realm of Global Product Classification.

With the latest GPC releases, we now support 36 categories, including toys, hard lines, electronics, and recreational items. The next release will be published in July 2008 and go into production with the next release (MR3).



GPC working meeting at GSMP in Brussels

Alignment between the GPC and the UNSPSC systems has now been established; the associated mapping tool will be available in Q4 2008.

The GPC On-line Browser and Finder is now live at <http://gpcbrowser.gs1.org/> and allows users to search and browse in 5 languages for all components (codes, names and definitions) of the current GPC schemas.

Read the latest about GPC at <http://www.gs1.org/productssolutions/gdsn/gpc/library.html>

## THE GDSN NEWSLETTER IS A PUBLICATION OF:



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