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GDSN IN ACTION

Cora Supermarkets: Synchronising data is simple, quick and inexpensive

Cora is a chain of supermarkets and hypermarkets within the Louis Delhaize group, operating in Belgium Hungary, Luxemburg, Romania and the French West Indies. Cora recently deployed GDS for a variety of reasons: they were seeking a reduction in administrative and logistical costs, hoping to improve their quality of service, intending to reduce or eliminate out-of-stocks and speed time-to-market for new items and promotions. At the heart of their project, though, was a need to replace the manual treatment of paper documents with a fully automated process.

Cora had some 400,000 active trade items; and by their own estimates, between 25% to 50% of those product files contained errors! By automating their processes through the GDSN, Cora saw the cost of treating a file go down 85%, from 65 Euros to 10 Euros.

Their project had several steps. In Autumn 2007, Cora engaged the services of a consultant from LT Solutions, whose task was to identify and deploy a suitable solution to their problem. In December of that same year, the GS1 Global Data Synchronisation Network was chosen as the path to take, and one month later in January 2008, Cora joined the CDB Data Pool run by GS1 BelgiLux.

In April 2008, Cora began pilot tests with three different companies: One with L'Oreal directly through the CDB Data Pool; one with P&G, who use the 1SYNC Data





Bernard Caron CORA & Cristina Monnoyeur L'Oréal Belgique at the 2009 GS1 Belgium & Luxembourg Forum

Pool in the US but interconnect to the CDB Data Pool; and one with Andros who use the GS1 France Data Pool.

Cora found their pilot tests to be quite conclusive. In brief, they found that exchanging data through the GDSN is simple, quick to put into place, and not costly. They now have a "Yes, we can!" attitude about global data synchronisation and the GDSN, and are looking to extend their data synchronisation activities to include other food and consumer goods companies; to encompass other product categories; and to benefit other brands within the Louis Delhaize group.

For more information about Cora, visit <http://www.cora.be/>. For more information about GS1 BelgiLux and its CDB DataPool, visit www.gs1belu.org

Auchan France takes the Data Quality Challenge

GS1's Data Quality Challenge builds upon the GS1 Data Quality Framework's self-assessment procedure. This self-assessment enables organisations to assess their compliance by positioning their current status in comparison to best practices. It also reveals important opportunities that can be further exploited by trading partners to enhance their processes for data management and data quality. Trading



partners are collaborating through the Data Quality Challenge to identify key areas within their relationship that can become improved through the implementation of data quality principles from the Data Quality Framework.

Auchan is a group of hypermarkets and supermarkets, most of which are in Western Europe. Auchan France recently ran a physical inspection (one of the steps in a data quality improvement plan). They compared the actual dimensions, gross weight, GTIN and hierarchy of units, cases and pallets to what was indicated in files.

The key learning: There is no data synchronisation without data quality.

Their inspection revealed errors and even absences in product information such as GTIN Logistic Unit level or Gross Weight, and many instances where product information not up-to-date between the manufacturer and the retailer. The results were quite clear: their catalogs were not completely aligned, and they had work to do.

Auchan France's key learning was easy to summarise: There is no data synchronisation without data quality.

In light of the results of their physical inspection, they are more certain than ever before of the interest and usefulness of implementing GDS. When manufacturers and retailers are in alignment, there are fewer discrepancies and a virtuous circle is created.

Auchan has now created a "Quality Catalog" team, dedicated to internal Data Quality as well as a Data Quality Steering Committee. They are widening the scope of Data Quality by creating specific Working Groups on supply chain. They have also scheduled a series of targeted trainings for buyers, catalog teams, and the supply chain.

If your company is just getting started on a data quality initiative, start by reviewing the '**Getting Started with Data Quality**' page of our website at <http://www.gs1.org/gdsn/dqf/start>. You'll find guidance on setting up internal data alignment as a building block towards a more complete comprehensive data quality management process.

Carrefour, Kraft and P&G synchronising data in Spain

Carrefour, Kraft and P&G are three of the many companies which are synchronising data through aecocdata, GS1 Spain's Data Pool.

Carrefour Spain is driving its deployment very hard. The first top-to-top meetings were held with suppliers in February 2008, and one year later in March 2009, they had 18 suppliers live. They truly believe in new ways of doing business with suppliers, and feel that success lies for partners who manage categories as if they were one company trying to better serve common consumers. Carrefour knows that a successful data



synchronisation project is not just an IT project; instead it must address process changes with end-to-end process improvement as the goal, and it must be a priority for all parties involved.

Kraft had already successfully implemented GDS in France in 2007, and found that it offers many advantages – including quick rollout of new products. Their project in Spain kicked off in May 2008 with actions including system parameterisation, business process adaptation, training and testing. They went live on October 2008, making them one of the 1st food suppliers in production with Carrefour.

P&G started in Spain with a local solution – an Excel file uploaded into aecocdata. Since that time, as the company moved to using global systems like SAP, P&G Spain interconnected 1SYNC their global Data Pool into aecocdata and is now publishing data automatically through 1SYNC globally. Since November 2007 more than 1,100 products have been integrated.

All three companies are seeing improvements in service and reduced costs thanks to their win/win collaborations through the GDSN.

For more information about GS1 Spain and the aecoc Data Pool, visit <http://www.aecoc.es>

GS1 Germany helps an SME see big benefits

GS1 Germany has many initiatives and programmes underway to help its member companies; one such programme is Project PROZEUS, which was launched in July 2002 by the Federal Ministry for Economics and Labour. The objective of PROZEUS is to help Small and Medium Enterprises (SMEs) to take advantage of global markets for purchasing and sales by means of eBusiness tools.

Within the framework of Project PROZEUS, GS1 Germany recently assisted a smaller supplier to deploy

an item master data project with the METRO Group. **Hitschler International GmbH** is a family-run enterprise with a product base of 300 varieties of sweets and candies. For decades, Hitschler has had a solid relationship with METRO, one of the country's most important retailer groups.

Before the project with GS1 Germany, Hitschler handled processes manually: item master data were submitted via fax or handwritten notes – an inefficient process that inevitably resulted in a great deal of errors.

Hitschler worked with GS1 Germany to deploy a system to electronically manage their item master data. They sought quality management of master and logistic data, internally as well as on the customer side, so that inaccuracies along the entire supply chain could be reduced and business processes could become more efficient.

Before the launch and then during each phase of the project, GS1 Germany, together with the master data service provider, advised Hitschler; including planning the project details, selecting further service providers and ensuring staff were trained and qualified.

The project between Hitschler and METRO resulted in a number of concrete benefits. For example, there were measurable savings in administrative and processing costs. Prior to the launch of their project, Hitschler issued an average of nearly 10 item passports per year per customer, with an input requirement of a full 4 hours per passport. Today, using the data pool system now embedded within its own workflows, Hitschler only devotes 20 minutes to an item passport. So instead of 100 person-days per year, Hitschler now needs to spend only 8.4 person-days per year for the handling of their item passports.

When Hitschler compares the costs of implementing their project to the savings they have already seen, it turns out that introducing a master data pool has already paid for itself, in less than 18 months. Hitschler will of course profit from their investment in this project even more as the number of their retail customers supplied with item master data through the master data pool increases.

And beyond the benefits for Hitschler, the project also demonstrated how SMEs have the same possibilities to achieve meaningful advantages by using GS1 standards as larger companies.

For more information about GS1 Germany, visit their website at <http://www.gs1-germany.de>
For more information about Project PROZEUS, see <http://www.prozeus.de/>



Gaining insight with Category Management

To ensure products are classified correctly and uniformly, GDSN uses GS1 Global Product Classification (GPC), a system that gives buyers and sellers a common language for grouping products in the same way, everywhere in the world.

An updated case study clearly showed the potential values and benefits of using GPC to enable category management. The study was focused on the performance of the retailer's toys and games department. The various types of toys and games were all given their GPC category. The performance of individual GPC bricks, defining categories of similar products, was measured to ascertain which products are accounting for the change in performance. Analysis of the categories of products sold allowed the retailer to have significant insights: indeed, a category overview reveals realistic business-driven opportunities for improving sales and greatly increases shopper understanding as well.

The retailer was able to use the insight gathered from the category management study to launch a development project with concrete actions and plans built upon conclusions made in the study, including actions for store and shelf re-organizations and promotions.

For more information about GPC and category management, visit <http://www.gs1.org/gdsn/gpc>



GPC CATEGORY			COMPARISON	
	GPC Toys & Games Class level	Assessment	Identification Criteria	Category strategy
1	Board Games / Cards / Puzzles	Highest % of profit; No in-depth review – Market is static	Pocket money toys	Cash Generator
2	Development / Educational toys	Efficient use of space	Education in activity	Image Creator
3	Dolls / Puppets / Soft toys	Needs more space; Range needs to include best seller	Attain high market share; Frequency purchased high sales penetration	Traffic Builder
4	Table Games	Needs more SKUs	Good impulse purchase arsenal	Transaction Builder
5	Outdoor Games / Play Structures	12% of profit from 7% of SKUs	Spread sales throughout the year	Cash Generator
6	Role Play Toys	Too many SKUs for the space	High Quality / Premium	Profit Generator
7	Toy Vehicles	Bulky – but no more space due to low profit	Gifts	Image Creator

NEWS FROM GDSN-CERTIFIED DATA POOLS

Getting bottom-line results with quality data: a hardlines case study

In April 2009, GS1 US published a case study on its recent collaboration with a leading hardlines retailer in the United States and several of its suppliers.

The findings of this study confirm the potential for any company, regardless of size, to realize significant benefits when accurate data is synchronised. These benefits include lower freight costs, increased productivity levels, and improved asset utilization.

Several myths abound in regard to the quality of supply chain data. These include the false notions that any supply chain issues caused by slightly inaccurate data must be relatively insignificant, and that the expenses and resources required to correct these inaccuracies are not worth the investment.

This way of thinking has caused companies to ignore data quality issues for years, but, with this study, these and other common myths are disproved.

Prior to exchanging data through the GDSN via 1SYNC, the retailer had relied on manual methods of collecting data – a combination of paper forms and web-based communications with suppliers, as well as recording the physical measurements of products in its distribution centres.

To conduct the study, supply chain standards experts from GS1 US visited the retailer's distribution centres and used industry-defined GDSN Package Measurement Standards



to physically measure a sample of 56 warehouse-level cases and 90 consumer-level items, including products such as cleaners, gloves, toilet seats, masking tape, nails, screws, tools, paint, trash units, and electronic timers. The results of the study revealed that, no matter the size of the participant, the retailer and its suppliers all had opportunities to improve their data quality to enable greater supply chain efficiencies.

For example, the retailer and its suppliers had different weight and dimension data for 80 percent of their cases and 60 percent of their items. These findings are similar to those previously reported in the Grocery industry.

The complete analysis detailed in this study reveals a clear message for both retailers and suppliers: improving data quality at any one point along the supply chain is not enough. To realize true business benefits, accurate data must be continuously synchronized between trading partners throughout the entire product lifecycle. Making these data quality improvements has the proven potential to immediately deliver bottom-line benefits for both suppliers and retailers.

To read the study in its entirety, download "Take a Closer Look: Getting bottom-line results with quality data" at http://www.1sync.org/industry_studies.html

GHX launches the Health ConneXion™ GDSN-certified Data Pool

GHX, LLC has launched the GHX Health ConneXion™ data pool, a healthcare-focused GDSN-certified Data Pool allowing healthcare organisations to leverage their existing connection to GHX to more readily participate in the GDSN without significant implementation costs. GHX currently connects the majority of hospitals in the U.S., as well as hospitals in Canada and nine European countries, to the suppliers from whom they purchase a large percentage of their products. Healthcare suppliers and providers not integrated to GHX have the option to participate in the Health ConneXion data pool as a standalone service.



"As part of the GDSN, GHX can best help transform healthcare's growing appreciation for supply chain standards into real value by enabling us not only to participate in the GDSN, but also to utilise GS1 standard product identifiers and organisation/location identifiers in our business processes," said Mike Brown, director, Materials Management, University Hospital, Augusta, GA, U.S.A.

Standardisation can make it possible for all trading partners to utilise the same information from the point of manufacture to the point of use. "As both a buyer and a seller of medical products, distributors can benefit in a variety of ways from participating in Health ConneXion," says Gary Haluska, president of DeKroyft-Metz. "We can make sure we have accurate data on the products we purchase from manufacturers and in turn can make sure that we are delivering products to the right place and at the right price."

For more information about the launch, read the news release. For more information about GHX, visit www.ghx.com.

CABASnet having a real impact on Colombian value chains

GS1 Colombia has seen synchronisation as an important tool that contributes decisively to increasing efficiency levels in companies and makes the flow of product and information simpler.

However, the direct relationship between information synchronisation and service levels exhibited by companies is sometimes not so evident. For this reason, GS1 Colombia performed a study with eight companies from a variety of sectors, all of whom have begun information synchronisation processes through CABASnet.

The study sought to measure the impact of synchronisation in fundamental variables such as precision of purchase orders, service level, percent out-of-stock, vendor lost sales and retailer lost sales.

The study's results show conclusive figures in terms of a performance improvement in these key indicators. The positive impact of information synchronisation through CABASnet is made visible as soon as one month after beginning the process and 5-point average improvements are recorded four months after.

INDICATOR	FEBRUARY	MARCH	APRIL	MAY
Purchase order precision	83%	85%	89%	91%
Chain service level	75%	76%	83%	83%
Percent out-of-stock	10.6%	9.3%	5.1%	5.9%
Vendor lost sales	4.1%	3.6%	2.1%	2.8%
Chain lost sales	1.1%	1.2%	0.7%	1.0%

Source: GS1 Colombia Synchronization Impact Study

Annete Volcy, HFC System Manager at P&G, confirms the benefits, especially in simplification. She says her group saw a reduction of codification time from 1 month to 5 days and a reduction of de-codification time from more than 1 month to 3 days. The service level for key accounts using product suspension increased from 92.7% to 96.7%; additionally, there was a stabilisation of all the services and processes of database synchronisation with a key account, with the service level there increasing from 83% to 95%. Furthermore, for each increased point in the service level, there was a 0.4% increases in sales.

For more information about GS1 Colombia and the CABASnet Data Pool, visit <http://www.gs1co.org/>

NHS Supply Chain to improve its product information with GS1 UK Data Pool



Using Global Data Synchronisation (GDS), NHS Supply Chain, the organisation that manages the procurement and delivery of more than 620,000 products for NHS trusts,

hospitals and other healthcare organisations, aims to improve patient safety and customer service by offering its customers accurate and additional product information that will help them save money and reduce errors.

The first phase will be to implement GDS and use the GS1 UK Data Pool to exchange product information with key ready meals suppliers which include major national and local specialist providers. "Our aim for the initial GDS implementation is to meet the requirement for a nutritional database to support the promotion and sales of ready meals products across the NHS and at the same time improve patient safety with accurate nutritional and allergy information," says Paul White, IT Director at NHS Supply Chain. "By synchronising accurate and up-to-date product information with our suppliers we can provide customers with a high quality catalogue to identify, select and order products."

The initial implementation will be completed during 2009 when NHS Supply Chain will widen the scope of their GDS implementation to more categories which include medical and surgical products incorporating the orthopaedic range.

For more information about GS1 UK and the GS1 UK Data Pool, visit www.gs1uk.org

Synquinox: New GDSN-certified Data Pool

Synquinox has successfully completed GDSN Data Pool Certification. Synquinox, based in Las Vegas, Nevada (USA), is a business-focused solutions provider with a combination of domain expertise in the industry



and the ability to build leading-edge technical solutions that handle the most complex of problems. Their proven track record of solving the most important, mission-critical needs of our customers includes ERP, Business Intelligence, B2B e-commerce, EDI, and Global Data Synchronization.

The company's vision is for every Synquinox participant to experience the benefits of "True Clean Data" to flow throughout the entire value chain, and to drive cost out of the supply chain through the implementation of current and evolving technologies while embracing industry standards -- ultimately enabling participants to compete in the global marketplace.

For more information, contact Info@Synquinox.com

SA2 Worldsinc holds successful first European user congress

In May, SA2 Worldsinc, a leading GDSN-certified data pool provider, conducted their first European User Congress in Cologne, Germany. Under the motto "Improving Relationships with Integrated Solutions," representatives of customers and partner companies from 16 European countries gathered to learn and share information about current developments and prospects in Data Management, Data Synchronisation, Product Information Management and EDI.

The congress was an excellent opportunity for all the delegates to exchange best practice experiences and opinions. SA2 Worldsinc customers including dennree, SCA and Mars gave clear presentations of best practices based on their deployment projects and experience. The METRO Group explained how it is opening up new markets with SA2 Worldsinc as part of their global GDS rollout. The congress also covered current projects and themes from the Franchise and Joint Venture partners in regions such as Belgium, Denmark, Finland, Italy, Russia or Poland.

Further information on SA2 Worldsinc is available at www.sa2worldsync.com

aecocdata at GS1 Spain: Working hard to help GDSN grow

This year, GS1 Spain has one of the highest figures for growth on GDSN implementation within GS1. One of their main initiatives was the meeting held in March 2009 between two of the most important retailers in Spain and a group of their main shared suppliers. "For us," said a participant from Carrefour, which uses the aecocdata Data Pool, "GDSN is a necessity and is one of the priorities of the Carrefour Group strategy."

"The objective of El Corte Ingles," said a representative from that retailer, which uses SA2 Worldsinc to exchange their data, "is that all our providers are ready or working in a GDSN solution in 2009."

That same month, GS1 Spain created the GDSN Working Group, composed of Agua mineral San Benedetto, Carrefour, Coca-Cola, Consum, Danone, El Corte Ingles, Eroski, Henkel, Kraft, Pescanova, Procter & Gamble, Unilever Foods and GS1 Spain. These members agreed that the mission of this group would be to:

- Validate operational running of GDSN in Spain.
- Define and agree Spanish needs on Data Synchronisation.
- Define and agree best practices on GDSN standards implementation.

UPDATES & NEWS

Healthcare implementation initiative underway

GS1 Healthcare has launched a user-led initiative to take significant steps towards the global use of GDSN for healthcare products. This implementation initiative aims to demonstrate that the GDSN is uniquely positioned to meet current and emerging requirements for electronic product catalogue data, including pending regulatory demands and commercial needs for reliable product data between healthcare trading partners.

In Phase 1, due to end in June, participants are loading healthcare products in the GDSN in order to create a shared, global set of master product data attributes for healthcare and a single global source for this data in healthcare. They also hope to identify gaps to help the industry understand the opportunities and barriers for broader implementation.

A more complete description of can be found [here](#).

Did you know? Segmentation of GTINs in the GDSN today

The GDSN today is home to more than 3,700,000 GTINs, 2.6 million of which are registered with a GPC code as well. While "Food, Beverage and Tobacco" and "Beauty, Personal Care and Hygiene" are by the two most popular industry segments, representing 46% of all GTINs, other segments in the top-10 show the increasing uptake of global data synchronisation in other industries, such as DIY/hardlines and healthcare.

Data Quality Challenge Phase 1 successfully concluded

In April 2008, 16 leading retailers and suppliers, of which 12 "Etoile participants", have answered the call to participate in the Data Quality Challenge, a user-driven programme to boost data quality and support the Data Quality Framework. All participants have now evaluated the available tools of the Data Quality Framework, tested the self-assessment procedure, and assessed business process improvements.

As complement to these activities, during the first quarter of this year, aecocdata implemented Promotional Trade Item Extension. This action responds to users' requests and will certainly help extend and increase the use of GDSN in the Spanish market.

For more information about GS1 Spain and the aecocdata Data Pool, visit <http://www.gs1es.org/>



The Data Quality Steering Committee is currently analysing all the feedback that has been collected and will, based on the results, make a recommendation for the next steps and define the strategy for "Phase II" of the Data Quality Challenge.

GDSN change requests and network deployments: An update

GDSN, Inc. (in conjunction with key stakeholders) follows a straightforward process that encompasses the GS1 Global Standards Management Process (GSMP) for the submission and deployment of requests for changes and enhancements to the network. The overall process is straightforward:

There is one way to submit a request. All requests are entered as a Change Request (CR) and reviewed by the GSMP. Depending on the work effort required, GDSN Board approval may be required prior to proceeding. Simple CRs are processed through the established GDSN Business Requirements Group (BRG). Complex CRs require the formation of a GSMP Workgroup for that specific CR, for which GDSN Board approval is required.

There are two ways to deploy into the network, both of which require GDSN Board approval. GDSN also engages the GDSN Architecture team and GDSN Certification Agent, if applicable, in Implementation and Release planning.

- The first way to deploy into the network is via a Maintenance Release, which are composed primarily of Simple and Complex CRs with no impacts to backwards compatibility of the network.
- The second way is via Certification Events, which are composed of Complex CRs that have a major impact to end user implementation and are usually non backwards compatible to the existing version in the network.

To date, the majority of network requirements have been accomplished successfully through simple CRs. Of the Complex CRs approved by the Board, the majority of those have been successful in being deployed through the maintenance release process, leaving only a few significant and strategic CRs requiring certification prior to implementation.

For more detailed information about the GDSN delivery process, the GSMP standards development process, and the roles and responsibilities of all parties involved, please download this overview.

Deployment of Maintenance Release 3 (MR3)

On 28 March 2009, Maintenance Release 3 (MR3) was deployed into production into the GDSN. MR3 contains changes to the Trade Item and Price Synchronisation messages and addressed over 30 change requests.

For more information, view the bulletin.

Update on the 2009 –2010 GDSN roadmap

At their June 11, 2009 meeting, the GDSN Board approved a number of roadmap projects:

- **Price Looping**, to provide the ability to send multiple price values on a single price record;
- **Preliminary Trade Item Information**, to enable users to indicate that the Trade Item information for a new item that is passed to the data recipient is preliminary and will be updated to its final values at a later stage;
- **Target Market subdivision**, to address the issue when Target Market Subdivision Code is populated in one or both of the Catalog Item Subscription (CIS) and Catalog Item Publication (CIP) messages;
- **Ti/Hi**: to enable the use and application of the TI/Hi attributes [TI/Hi: the number of boxes/cartons stored on a layer (the TI) and the number of layers high that these will be stacked on the pallet (the HI)].

GDSN, Inc. proposed these projects based on the outcome of a GDSN user group survey, part of the due diligence process performed by GDSN, Inc. Each project here was evaluated on 14 different criteria. The final selection rationale was made after asking ourselves: Does it support mass growth and adoption? Are there users ready to start working on the project? Is there an “in network” alternative solution? Are there significant Global Registry / budget implications?

Position papers already exist for several key GDSN roadmap projects to come:

- Position paper on Statement Modular Item
- Position paper on GDSN for Chemical Ingredients
- Position paper on Party Synchronisation [if available]

Use GS1 XML standards internally, too

While the use of GS1 XML Standards is required for electronic data interchange within the GDSN, other proprietary messaging solutions are sometimes used outside the GDSN to exchange the same data internally at the trading partner, or between trading partners and data pools. GDSN Inc. however recommends the use of the GS1 XML standards also in those cases as well, and encourages GDSN-certified data pools to offer these services to their trading partner communities.

The Trade Item model that drives the GDSN has been successfully used by many companies as a means for internal communication between disparate manufacturing locations, or with newly acquired divisions. This internal use of the GS1 global standard enables efficient communication *within* companies as well as between them.

GDSN Inc. recommends the use of the GS1 XML standards to exchange data within a company, and between trading partners and data pools.

The GS1 System is an integrated system of global standards: leveraging existing standards is consistent with the published GS1 Architectural Principles and will reduce the cost of implementation as well as optimise the supply chain.

“GDSN-certified data pools should offer services to their customers to send and receive data using GS1 standards”, says Staffan Olsson, Head of Standards & Implementation, GS1 Sweden. “Proprietary solutions will increase cost for everyone: ERP system providers will have to build different solutions for different data pools.”

For more information about GS1 XML standards, visit <http://www.gs1.org/ecom/xml/overview>

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