

GDSN BRG Membership to Work on Hardlines and Consumer Electronics

Date: 15-November-2007

This is a GSMP **Call-to-Action** to recruit experts from all industries and from everywhere in the world to bring their expertise, commitment, and contribution to a new GSMP work area.

1. **Come help the Hardlines and Electronics Attribute Initiative (HEAI) by joining the GDSN BRG**

- To help the Hardlines and Electronics Industries better achieve data synchronization, the Hardlines and Electronics Attribute Initiative (HEAI) was formed, and has made steady progress since its initial conference call on December 7, 2006. This group was formed to look at marketing and other retailer specific attributes that are not currently transmitted through the GDS Network, and to determine how we can define these attributes into a standard to enable passing of this data via the GDSN. This will enable more complete product data to be sent electronically without utilizing proprietary, non-standard methods of communication between trading partners, which ultimately will result in cost savings for all trading partners. Successful implementation will also increase adoption of the GDSN within the Hardlines and Consumer Electronics verticals.
- Currently the washing machine (clothing/laundry) from the GPC Family of Major Domestic Appliances, GPC Brick 10001961, has gone through significant review by representatives of US Domestic retailers, suppliers, data pools and solutions providers. It is now submitted for global standards review and discussion under this specific CR.
- Additional product lines will be worked on by GPC brick (ex. Refrigerators). You only need to participate in calls related to product lines where your expertise lies. The goal is to submit CRs by GPC brick under a certain GPC Class (ex. Household Electronics). This will facilitate identification of like attributes where a more scalable solution will be crafted.

2. **Scope constraints of the HEAI within GDSN BRG**

GSMP BRGs must adhere to the GS1 Standards Development Methodologies to assure their scope and deliverables, upon which the work of the other GSMP groups depends.

Generally, the activities specific to HEAI CRs must operate within the following context:

- Approve Business Requirements within the GDSN BRG
- Approve Business and Technical Solutions within the GDSN Maintenance Release Work Group
- The deployment/release of standards changes into the GDS Network is contingent on the GDSN Roadmap planning process and designation of Network Release dates.

This work effort is based off of Simple Change Requests routed to the GDSN BRG, for example CR **07-000346** which is to develop attributes for clothing washing machines.



3. Expertise Required

This is a call for business process and information technology experts for the **HEAI**. The experts should represent trading partners from both sides of the trading relationship, third parties, and solution providers to have proper representation on the GDSN BRG calls where this work will be discussed. The intent is to have balanced membership from the **Hardlines** user community to define and establish proper global standards with the clear intention of implementation of these

4. Distribution for Call to Action

Please circulate this **Call to Action** packet by forwarding it to your email distribution lists. GSMP WG/BRG are open to broad participation from any industry group, company, or region. All **'Call to Action'** packets are posted in the:

- GS1 website at: http://www.gs1.org/services/gsmpp/involve/call_to_action.html

It is also to be distributed via a GSMP Community email announcement.

5. Timeline:

This is an ongoing process that follows the Maintenance Release Methodology. Changes will be submitted as Simple Change Requests by GPC Brick (product types). These may be processed on a special conference call. By joining the BRG you will receive notification of timing and future meeting sessions by interested parties as the product type attribute work is submitted..

6. Participants:

Known Participants:

- Project Manager: **Donna Liotta, American Hardware Manufacturers Association**
- HEAI Chairs: **Donna Ahron, Best Buy and Jim Robertson, National Gypsum**
- GS1 Business Unit Manager: **Alan Hyler, GDSN, Inc.**
- GS1 Contact: **Cameron Green, GSMP**
- Current GDSN BRG Membership

Retailer Participants:

Company	Company
Target	Best Buy
DSGi	Lowe's
Wal-Mart	The Home Depot
Comet	Home Retail Group
John Lewis	

7. GSMP Process:

For complete information regarding the GSMP (including access to the GSMP Manual), please refer to the website at: <http://www.gs1.org/services/gsmpp/overview/>.



8. Sessions

The BRG is responsible for scheduling meetings to accomplish their work. Sessions are defined as face-to-face or physical meetings and teleconferences. All GSMP Sessions include the necessary Anti-Trust cautions as defined by GS1 legal counsel. The Anti-Trust cautions is located on the GS1 website at: http://www.gs1.org/services/gsmg/support/gs1_antitrust.html.

9. Face-to-Face Meetings

The Process Manager schedules face-to-face meetings with reasonable advance notice to allow for proper planning. Face-to-face meetings will cover 2 or 3 days per meeting and will be held in order to speed up the work as much as possible. Participants are expected to cover their own expenses related to travel, accommodation, and time for the physical meetings. Face-to-face meetings will be arranged in GS1 GO locations: **Brussels, Belgium** or **Princeton, NJ, USA** or may be hosted by participant companies or Member Organizations

10. Teleconferences

Teleconferences will be scheduled as needed by the group and the schedule and notifications will be made in accordance with GSMP standard practices.

11. How to Join

You can join the GDSN BRG through the **GS1 Community Room**.

If you are already a GS1 Community Room member:

1. Access the GS1 Community Room at: <http://community.gs1.org/members/>
2. Click on **All Groups**
3. Choose **GDSN BRG** from the list. The group's home page will appear.
4. Click on **Join the Group** in the upper left of the group's home page

If you are NOT a GS1 Community Room member:

1. Apply for GS1 Community Room membership by using our Online Form at: http://community.gs1.org/kmembership_info/person_signup/
2. Once you receive your username and password, follow the directions above to join the GDSN BRG.