

Background



Welcome to the New GSMP! GS1 and its community have launched a fully consolidated standards process for ALL standards in the GS1 System. The integration has been a collaborative effort between the users we serve, the Member Organizations of GS1 and the GS1 Global Office. To OPTIMIZE engagement in GSMP it is important that trading partners be aware of HOW they should participate and WHO should participate where.

The good news is that many aspects of the new GSMP are like the EPCglobal and GSMP processes, including having the process based on fundamental Principles. Within these guiding principles, three describe the necessity of User Participation in the process:

- **Principle 1 – Openness & Transparency:** The GSMP is a forum for the development of global supply chain standards, allowing stakeholders to collaboratively participate in the development of commercial standards by means of an open and visible (transparent) process.
- **Principle 2 – User Driven Standards:** Supply chain standards are created in response to clearly articulated business needs and... the expressed will (by stakeholders) to implement the resulting business solutions.
- **Principle 4 – Stakeholder Participation:** Participation in the benefits of the GS1 System standards is open to all GS1 System users and all stakeholders impacted by a defined business issue; this includes Users, Solution Providers and GS1 Member Organisations representing their local Users possessing subject matter expertise as required for any given work effort.



Rationale

The rationale for community participation in the standards process is threefold:

- **Prioritization:** The presence and active engagement of community is essential in assuring that the GSMP is working on the right topics for the communities served.
- **Requirements & Approval:** The GSMP process is based on a scripted requirements gathering methodology. This assures that the solution, at the detailed level, is correctly designed to meet the needs of industry. The final eballot provides confirmation...from community...that the design is correct.
- **Validation:** A standard by definition is the defined way for trading partners to do something ONE WAY. Thus a standard can be thought of as an AGREEMENT based on a technical construct. The value of any agreement is directly related to the breadth of community that follows it. Having more community members support the solution creates the reality of value and something that community members can put credence in, allowing for commitment of resources to implement.
- **Networking:** Participating in standards activities allows community members to share information and to be abreast of industry direction when it comes to formal collaboration (the implementation of standards).



Participation by Step

Step	Who Should Participate:	Benefits
<p>1 Statement of Business Need</p> <p>these committees is to create an industry roadmap and to prioritize requested work efforts therein. This is done by defining and quantifying the business problem.</p>	<p>Representatives from users companies should be positioned in their company to communicate the work results to upper management. They should be in a position to have a dialogue with their company leaders to determine the degree to which the identified problem is a priority for them. They should be able to give a high level assessment of the financial impact to their senior management and then be able to commit their company to the work and represent their company's opinion in the priority setting. It is also a value for participants in this step to participate in other industry forums such as VICS or CGF, etc., to help assure alignment in the overall landscape of collaboration for that industry.</p> <p>Expected members would be: Supply Chain Director, Operations Director, Customer Operations Director, Compliance Director, etc.</p>	<p>The most important benefit of participating in this step is to be able to influence WHAT work takes place in the standards process. This includes influencing what work DOES NOT take place (in situations where the work is not a priority for the company).</p>
<p>2 Requirements Analysis</p> <p>requirements gathering process. The deliverable from this step is a documented set of requirements that form the basis of the GS1 Solution.</p>	<p>Representatives from user company who have an in depth knowledge of the operation of their company for the particular business issue. Representatives should be connected to various aspects of their internal organization including IT, Operations, Sales and Marketing. The sales and marketing connection is important for many work efforts where the standard relates to information sharing which can be the basis of customer compliance. It is also important that the representative be aware of the system design and/or architecture of their company and the IT roadmap to make sure this aligns with the standards development as much as possible.</p>	<p>The benefit of participating here is affecting the design of the standard so that the solution is optimal from the perspective of the representative's company.</p>
<p>3 System Development</p> <p>“Business Solution” and “Technical Solution” are created.</p>	<p>Representatives should possess an extensive background in the internal workings of their organization's systems. They should be able to understand many fundamental technologies that are used in or affect the GS1 system; including communication technology, printing technology, data warehousing, packaging and manufacturing.</p>	<p>The benefit of participating here is affecting the design of the standard so that the solution is optimal from the perspective of the representative's company.</p>
<p>4 Deployment</p> <p>seamless implementation.</p>	<p>Typically, companies would employ the same type of representatives in this step that they do in Step 3.</p>	<p>The benefit of participating here is to assure the implementation support materials are developed in a meaningful and easily understandable way. This includes having examples that are relevant to that company.</p>