

### EPCglobal and GSMP Collaboration

by Mark D'Agostino



Since the Philadelphia GSMP Event, the EPCglobal and GSMP teams have been working together on an ever increasing basis. This began with the creation of a set of key principles for collaboration. These

include:

1. GSMP and EPCglobal staff will identify opportunities for collaboration and the approach for each on a case by case basis – IP and Ratification requirements must be considered prior to agreement on collaboration
2. GS1 Architecture Group will review those items identified for collaboration and any divergence among the specifications or other deliverables being developed
3. This effort will seek to achieve a “one-pass” process that seeks to avoid duplications of effort or steps in the process that would cause unnecessary delay for the GS1 community
4. This effort will seek to utilize the subject matter expertise that exists within each Standards Development group and the GS1 Architecture Group will provide guidance on where to direct analysis accordingly
5. GSMP and EPCglobal staff will review and solicit agreement from their appropriate leadership bodies for these collaboration efforts
6. Due process will be followed to meet our Standards development process
7. Ratification requirements will be determined for each item on a case by case basis

With the formation of the GS1 Architecture team, there is now a venue for reviewing the work to assure alignment.

One of the first areas of concentration will be the Global Data Dictionary (GDD). The GDD is a SHARED SERVICE that is intended to support all the GS1 business units. Over the last two years there has much work both in the GDD repository (adding new functions such as search) and the content it contains (including many new attributes, plus AIDC content, GDSN validation rules, etc.).

I would like to thank Gay Whitney for her collaboration on this article.



*"This is a much needed and important step in the right direction for GSMP and EPCglobal. The importance of ensuring alignment between all organizations within GS1 can not be overstated. We welcome this direction and the synergistic collaboration it will bring."*

Richard Ulrich, Wal\*Mart

### Healthcare Work Group Formed

by Melanie Kudela



GSMP embraces Healthcare with the formation of the GSMP Healthcare GTIN Allocation Rules Work Group. The creation of this group leverages GSMP's multi-sector work group process. Its purpose is to review current standard GTIN Allocation Rules against the needs of the healthcare industry. The group works closely with the Healthcare User Group (HUG).

Changes or additions to the GS1 General Specification and the HUG GTIN Allocation Rules will generate one standard way to use GTIN allocation rules in this industry.

If you are an expert in healthcare who would like to help ensure consistency in supply chain standards, we encourage you to become a member and help us with this important work.

Because of unique needs on behalf of patient safety in healthcare, GSMP has introduced a new Change Request form to use for entering healthcare change requests. This form was created with the help of members of the healthcare industry and is available on the [GSMP Change Request System](#). You would use this form to introduce proposals for healthcare standards that impact patient safety.

For more information or to join this workgroup, please contact Melanie Kudela at [melanie.kudela@gs1.org](mailto:melanie.kudela@gs1.org).

*"The healthcare industry should follow, as much as possible, the lead of consumer goods. The more synergy there is between the different channels, the easier it will be for parties to distribute goods between countries for the benefit of patient safety."*

Jill Buss, 3M

## Standard for Product Images Sets the Foundation for GDSN

by Cameron Green



Late in 2006 a GSMP Work Group formed to standardise the Imaging Guidelines originally developed by the Voluntary Commerce Solutions Association (VICS). These guidelines were established to create consistency in the use of digital images for trade facilitation. Specifically, the Standard would be created to establish rules for storage of digital images associated with products.

With strong representation from Retailers, Manufacturers, GS1 Member Organisations, and the Solution Provider Community, the experts advanced the work originally done by the VICS group with enhancements in file characteristics, guidelines for image colour and quality, end usage formats, product photography, clipping paths, image size, file format and colour mode, product views, and file naming conventions.

Approved in early January of 2007, the GS1 Imaging Specification Standard is now posted on the GS1 GSMP Website at:

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

Before the Imaging Specification Work Group was disbanded the team made preparation for the second phase of this project. 3M and Brandbank, the Co-Chairs of the Work Group, volunteered to submit a proposal to have the transmission of images added to the GDSN RoadMap for the 2007 Prioritization Process.

Some feedback on the impact of the standard from the group members really puts the work into perspective.

For more information please contact Cameron Green at [cameron.green@gs1.org](mailto:cameron.green@gs1.org).

*"With onset of this standard, manufacturers provide the product once and can be confident that the resultant images and dimensions are captured, measured and validated to the original product. Standardization of the image and dimension specifications means that it can be shared with multiple trading partners and in multiple space management applications. ECCnet I&V also normalizes the data, a service unique among GS1 providers."*

Rita Laur, GS1 Canada

*"GS1, leading industry manufacturers, retailers, and dedicated third-party vendors have all worked very hard to develop Product Image Specifications standards we feel will ease the burden of obtaining the proper image for the proper application for all who need this content for the purpose of planogramming, e-commerce and marketing. In addition, these standards also preserve the integrity of the brands being represented by ensuring each time the product is used in any application, it is up to date and visually appears the way the manufacturer intended."*

Randy Burd, MultiAd Kwikiee

## UN/CEFACT Compliance Team Update

by Andrew Hearn



In the last GSMP Newsletter, the GS1 Compliance Project and our increased participation with UN/CEFACT was introduced. Since then several important and exciting events have taken place and here are just a few:

- GS1 has gained approval of the first submission of Core Components to UN/CEFACT. GS1's XML Standards are based upon UN/CEFACT's Core Component Methodology and this approval will allow us to better judge the potential impact of moving closer towards UN/CEFACT's Methodologies. It is precisely these expected impacts to our system that will need to be reviewed by GS1's Users and Member Organizations to determine the depth and breadth of any potential change to GS1's Methodologies
- More than 15 Member Organization representatives will be attending UN/CEFACT's Forum the end of March. This focused representation reflects GS1's commitment to UN/CEFACT and underscores its importance to GS1's overall eCom strategy

If you are interested in learning more about this important relationship, please contact Andrew Hearn at [andrew.hearn@gs1.org](mailto:andrew.hearn@gs1.org). If you are planning on attending GSMP's meeting in Budapest, there will be a valuable Workshop focused on this topic. Refer to <http://live.regware.be/gs1/gsmpp/> for more information.

## MO Franchise

by Melanie Kudela



Have you ever attended a meeting in the middle of the night? Or had difficulty understanding the call because it was not in your native language? Or wished for a condensation of all the BRG and Work Group activity summarized in

one place so that you could follow all the agendas without joining multiple meetings?

For years, GSMP has been wrestling with different ways to get around the difficulties of time zones and language at global teleconferences to define GSMP standards. The simple concept of MO Franchise is to link the core GSMP to an already existing MO user group infrastructure by the deployment of a single global agenda.

This brings unprecedented levels of both input to the standards development and awareness of GSMP actions around the global community.

The MO Franchise pilot involves seven MOs along with ongoing direct communication to the BRGs. We will share the results of this pilot with other user companies and MOs at the MO Franchise Workshop at GSMP in Budapest in April.

Please make plans to attend the workshop which includes a panel of pilot participants from who you will get first hand information.

Already more than 60 new companies joined the community and the expectation is that this trend will increase.

Come to the event in Budapest and hear what the panel of pilot participants from Germany, New Zealand, Australia and others have to say!

For more information please contact Melanie Kudela at [melanie.kudela@gs1.org](mailto:melanie.kudela@gs1.org).

*"Almacenes Éxito finds the GSMP Franchise to be a very interesting alternative to participate in developing GS1 standards at a global level, complimentary to the local workgroups that GS1 Colombia manages at the country level."*

**Nevardo Giraldo,  
Almacenes Exito**

*"The GSMP Franchise affords an excellent opportunity to bring the experience and knowledge of our users to the standard development process, without the need to duplicate the work that we are currently developing, and approaching the global discussions to our local needs. It has been very well accepted by our community and even by those companies that already have been participating in GSMP – since it brings the local view to the global arena."*

**Giovanni Biffi, GS1 Colombia**

*"Compañía de Galletas Noel has always been an active participant of the standards development within GS1 Colombia, through the GSMP Franchise we expect to be able to bring our experience to the global standard development process and be able to have global solutions easiest to implement at local level."*

**Sandra Bravo, Compañía de Galletas Noel**

*"First of all we received a very positive feedback from our EAN/EDI steering team. They see the franchise concept as a good way to participate in global developments, taking in account the resources of the responsible people and therefore decided to participate in the pilot..."*

**Klaus Förderer, GS1 Germany**

## GDSN Item Futurisation

by Markus Mathar



The Item Futurisation project has three primary requirements. The first requirement is the possibility of informing trading partners about future changes to existing master data records in advance. The second requirement is the necessity of not losing currently valid item data. The third requirement is that the previous two requirements are under the prerequisite of not influencing existing GDSN Choreography for those trading partners who decide not to make use of "Item Futurisation."

Within the present GDSN concept, suppliers only have the following two options:

1. In order to inform their trading partners of future changes – current, valid data must be overwritten with future data  
- or -
2. In order to keep currently valid data available – future change are not sent at all.

On the other hand a retailer is confronted with a lack of knowledge in two kinds:

- If the data has a future effective date: what is the current data?
- If the data has a past effective date: will there be changes for tomorrow?

In other words: a key missing feature of the present GDSN is the simultaneous availability of currently valid data and future variations in the network.

With the launch of the GDSN User Group and the implementation of the new process for GDSN Change Requests in 2006, Ahold, Edeka, Johnson & Johnson, Masterfoods, Metro, Nestlé, P&G together with SINFOS and a few GS1 MO's joined their forces and formed a team to bring the issue forward: the GSMP Item Futurisation Work Group, chaired by Anita Gramminger (P&G) and Hanjörg Lerch (METRO Group). Since the Work Group's formation in October 2006 their primary efforts have been on the worked on the Business Requirements Analysis Document (BRAD). As a result of these highly controversial but fruitful discussions at the physical meeting in December 2006 in Brussels, a new GSMP paradigm shift was marked: the need of an explicit consideration of requirements from users not willing to implement within a BRAD initially designed only for the implementers.

On March 8th of this year, the BRAD was approved and motioned for progress, i.e. the team now steps over into the next GSMP phase: the work on the design of a solution. In parallel the Work Group is preparing for the GDSN pilot and there is also a sub team working on an implementation guide.

Our next physical meeting will be a half day, morning session in Budapest on Wednesday April 18th. As the Business Solution is just about to be built, your participation and input of ideas is highly appreciated.

For any further information please contact Markus Mathar at [mmathar@sinfos.de](mailto:mmathar@sinfos.de), or if you are interested in joining the GSMP Work Group, contact Cameron Green at [cameron.green@gs1.org](mailto:cameron.green@gs1.org).

## eCom BRG Aids Adoption

by John Ryu



Before the restructure of the GSMP, the suites of the order to pay XML messages were developed by four different business requirements groups comprised of experts within the business process areas of planning, ordering, delivering and paying. The creation of the eCom Business Requirement Group in the fall of 2006 has brought all order to pay experts together in a single group to better facilitate the maintenance of the standards and to provide a single source of assistance to trading partners striving to implement the GS1 XML message standards.

One excellent example is work currently underway in Australia. Andy Kim from GS1 Australia has been working directly with several trading partners in the Hardware Industry Sector to pilot test, adopt and implement eCom standards.

During their pilot test preparations, it became apparent that some of their business requirements could not be met without adjustment to some messages. Changes were requested for the Invoice, Debit Credit, Settlement and Multi Shipment Order. Andy Kim submitted change requests and a working group formed to bring together eCom BRG members, Andy and his trading partners.

For more information please contact John Ryu at [john.ryu@gs1.org](mailto:john.ryu@gs1.org).



*"Working with the eCom process manager has provided me with a single point of contact, where in the past I would have had to work with more than one group. I see this and the reduced time to make the changes as a very positive thing."*

**Andy Kim, GS1 Australia**

## GDSN BRG – A Case Study of the GSMP Restructuring Effort

by Cameron Green



Among others, the GDSN BRG has benefited from the GSMP restructuring of mid 2006.

The goals of the restructuring were to:

- Increase participation
- Improve the business expertise in the requirements gathering
- Eliminate obligatory committee work and allow trading partners to work on only what impacts them

So what are the results for GDSN BRG?

- 80 Change Requests processed in 9 months
- BRG Membership up 400%
- Average number of members voting on each standard up 200%
- Average number of attendees per call up 200%

Though this is only the beginning of changes that will ensure that standards are processed efficiently and that consensus can be reached to better the master data and GDS Network, we are off to a good start.

For more information please contact Cameron Green at [cameron.green@gs1.org](mailto:cameron.green@gs1.org).



*"The way the GDSN BRG now works is a more stream-lined process which makes best use of a single well-attended meeting. Restructuring the Master Data BRG and GDSN BRG into a single BRG and deploying focused Work Groups ensures no duplication of work across groups."*

Robin Kidd, Nestle

*"The new GDSN BRG allows for more in-depth discussion and easy access to others to resolve issues."*

Rita Laur, GS1 Canada

*"I like that I don't have to vote on every topic; only those that impact my business".*

Di Booth, Procter & Gamble

*"I believe this is a dynamic environment, so going forward re-structuring will become evolutionary and more finely honed".*

Barb Munro, Kraft

## Global Data Dictionary (GDD)

by Brian Bennett

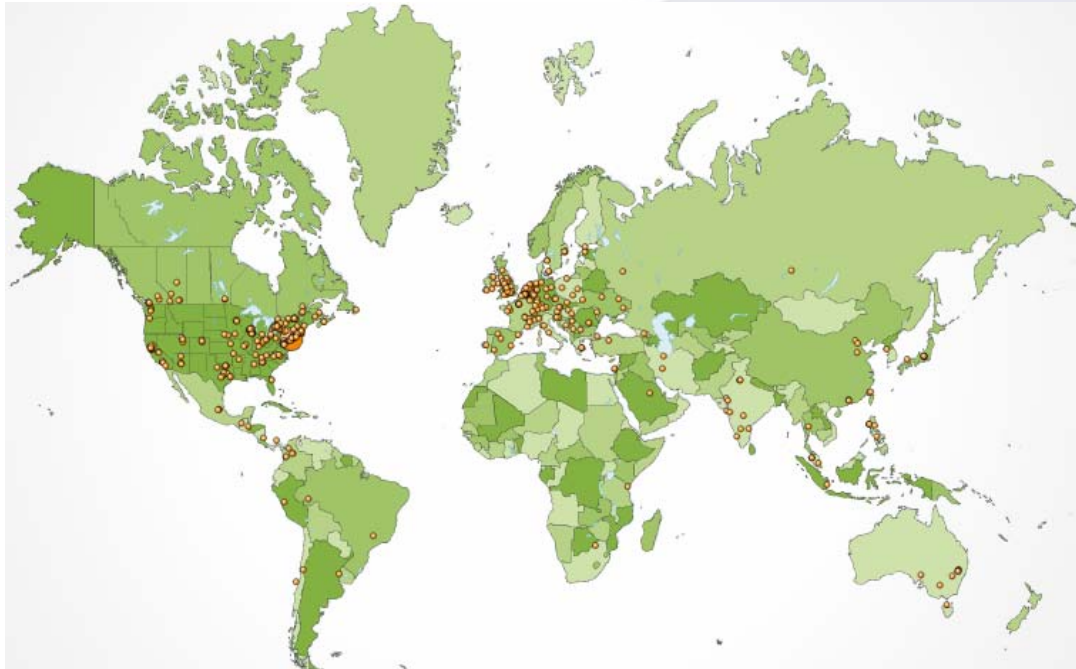


The GS1 GDD is the central repository of information for the GS1 data standards and includes information for virtually all standards in the GS1 System. Over the last couple years, the GDD has been growing in functionality, content...and popularity.

Just in the first 2 months of 2007, the GDD has been used by 1,653 visitors from over 35 countries with 26 unique languages.

The list of companies demonstrates the fantastic variety of users of the GDD: local companies, large companies, retailers, manufacturers, solution providers, GS1 Member Organizations, etc. Truly the GDD is enabling "The Global Language of Business" and supporting consistent implementations around the globe.

The GDD team has recently partnered with Google to provide usage metrics for the GS1 GDD (including this chart). This highlights the need for continuing our effort with the GDD translation project already underway. If you are interested in participating in this exciting effort, please contact Andrew Hearn at [andrew.hearn@gs1.org](mailto:andrew.hearn@gs1.org) or Brian Bennett at [brian.bennett@gs1.org](mailto:brian.bennett@gs1.org).



## Staff Announcements



Laurie Policastro joined the GS1 Global Office as a GSMP Membership Services and Communications Administrator on February 1, 2007. She reports to Mark D'Agostino, Vice President Standards Development.

Laurie's main responsibilities include providing administrative support to the GSMP and BarCodes teams. In addition, she manages GSMP communications including the GSMP web site, newsletter, events and publication materials.

Most recently Laurie worked for Pershing, LLC in New Jersey where she was a Department Assistant in Corporate Events and Global Customer Marketing. Her experience includes customer service, sales and special events. Laurie's background in building strong customer relationships is a great asset to the GS1 Global Office.

Laurie is located with the GSMP team in the Princeton office and can be reached at [laurie.policastro@gs1.org](mailto:laurie.policastro@gs1.org).



Giovanni Biffi will be joining the GS1 Global Office as Business Process Modeller effective March 15, 2007. He will be part of the GSMP Modelling Team.

Giovanni's responsibilities will include BRAD/BSD assessment and development, targeted GDSN projects, GDD maintenance, and CLRD creation and research.

Giovanni comes from GS1 Colombia where he was a Senior IT Consultant. His responsibilities included leading local EDI/XML workgroups as well as developing CABASnet: a GDSN certified data pool working in various Latin-American countries. Giovanni will be located temporarily at GS1 Colombia's offices in Bogotá and will eventually relocate to the Princeton office later this year. He can be reached at [gbiffi@gs1co.org](mailto:gbiffi@gs1co.org).

## GSMP World Wide Spring Event - Budapest, Hungary 2007!



The next GSMP World Wide Spring Event will take place 16 – 20 April 2007 in Budapest, Hungary at the Sofitel Hotel. The registration website (available in February) is <http://www.gs1.org/services/gsmpp/news/>.

We hope to see all of you!



The global language of business

This newsletter was written and produced by GSMP. For additional information contact the GSMP at [gsmpp@gs1.org](mailto:gsmpp@gs1.org). All texts, images and graphs © GS1 2007. <http://www.gs1.org>.