KAS Retail

Are you ready for the launch of Global Data Synchronisation Network (GDSN) Major Release 3?

Dear [INSERT ASSOCIATION MEMBER NAME OR COMPANY HERE],

KAS Retail's team has been working to prepare for the launch of GDSN (Global Data Synchronisation Network) Major Release 3 in May of 2016. Are you ready?

We believe this update will set the foundation for the future of commerce. Once in place, this latest update to the GDSN Standard, GDSN Major Release 3.1, will offer new features and greater flexibility for us and our partners in sharing product data and improving product data management. It will enable all of us to share richer and more accurate product information with today's data-hungry consumers and improve their experience by helping them make better purchasing decisions. It will also enable our community to support regulatory requirements from governmental bodies like the EU and FDA. Also, as apps are becoming part of the retail experience, GDSN Major Release 3 will allow retail app developers to use the freshest, most trusted data for a better shopping experience.

It is critical that ALL of you be ready to share information using the new standard. GDSN Major Release 3.1 is not backwards compatible. This means any partner unable to upgrade before the launch date will no longer be able to share data through GDSN. If this applies to you, it may severely impact your ability to conduct business with our company as well as other trading partners that you may share data with.

As over 80% of trading partners rely on their data pool to support their GDSN activities, you may already be prepared for the GDSN Major Release 3. Please contact your data pool to confirm.

If your company operates GDSN through a machine-to-machine connection or you are sure you manage your GDSN infrastructure internally, please consult with the team responsible for GDSN and your data pool to ensure you are on schedule for a successful migration to GDSN Major Release 3. You can find additional migration resources at GS1's GDSN Major Release 3 website **www.gs1.org/gdsn/major-release-3**

The May 2016 rollout will be here before you know it. Are you ready? We look forward to working with your business in leveraging the power of GDSN Major Release 3.

Regards,
CEO KAS Retail, Will Williamson

EXAMPLE

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