



## The Global Language of Business

# Global Webinar: Data Quality implementations

25 June 2015



# Webinar: Key Objectives

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1. Update you on pillars of **data quality strategy, what's new and what's coming**
2. Provide **best practices on data quality implementations**
3. How to best share information

# Tips to Enjoy This Webinar

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- **Questions**

- Ask questions via the question box (bottom right).  
We'll answer questions as they arise

- **Slides and recording**

- We'll post slides and recording to the MO Zone

# Agenda of the webinar

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Welcome & Introduction

*Anouk Chavel*

Current global data quality initiatives

*Mark Widman*

The 100 days journey to data quality  
the Immagino case study

*Robin Goossens  
(GS1 Belgilux)*

How to use the GS1 data checker to monitor and  
improve B2B2C data quality

*Andrea Ausili  
(GS1 Italy)*

Q&A

# Current global data quality initiatives

- Strengthen Data Quality at Source
- **Provide Master Data Services**
- **Develop DQ Validation and Monitoring Service**
- Step Change DQ in GEPIR

# Data Quality – Master Data Services

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## Background

- The long-term objective is to work with brands to achieve good Data Quality at source
- In the short term, the best Data Quality results in are in countries where product introduction requires manufacturers and retailers to use the GS1 DQ Master Data Services.
- In the future this “certification” can be recognised across borders

## Data Quality in Master Data Services

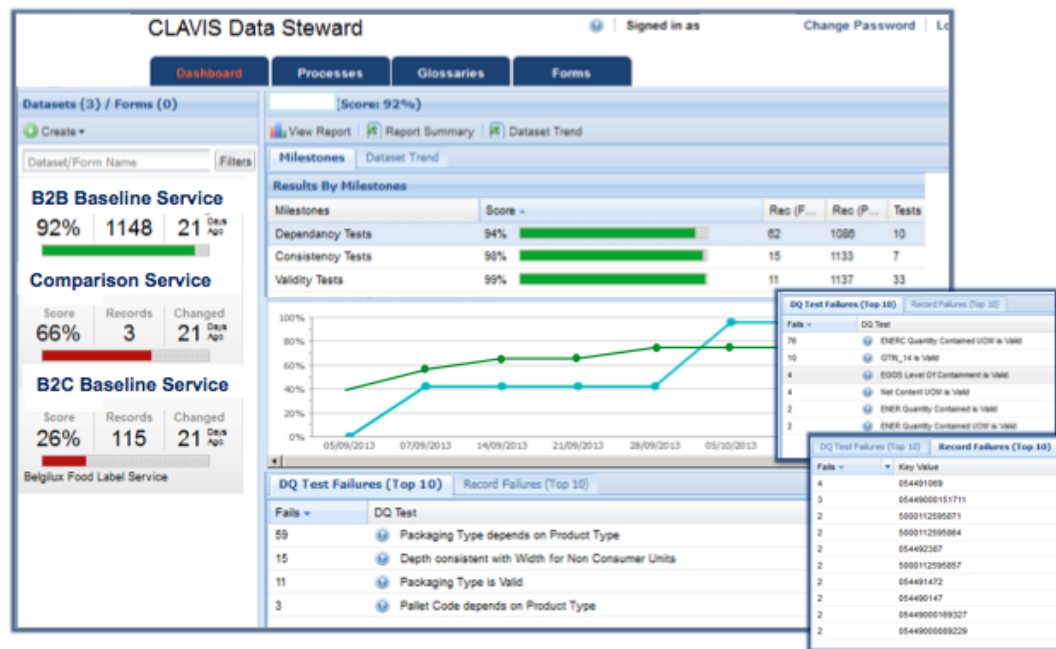
Create a Global Data Quality Certification Program: Enable Data Quality Services, either directly by the Member Organization (MO) or working with 3rd party providers, covering Product Measuring and Imaging Services.



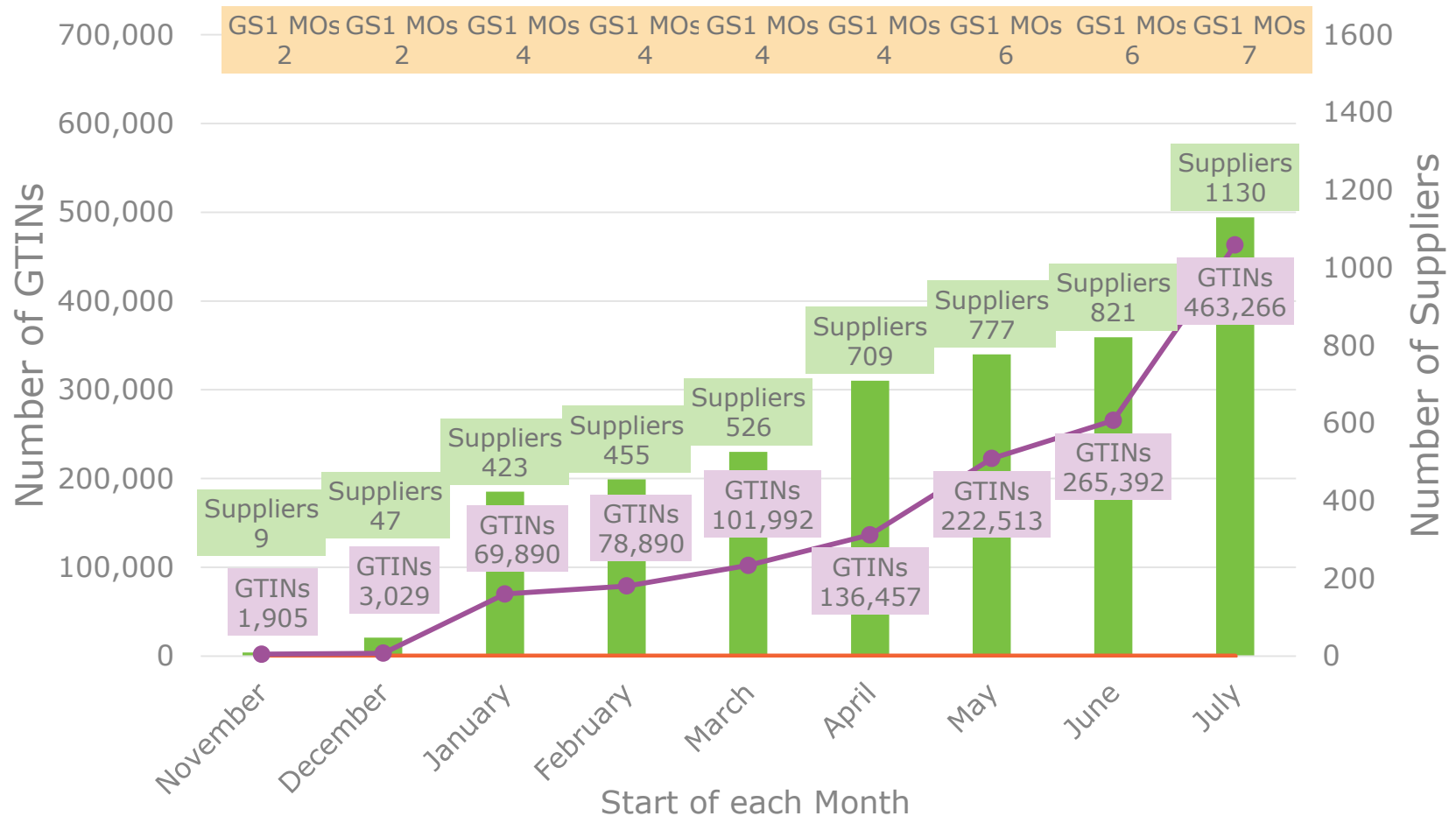
# Data Quality – GS1 Data Checker

## Objective

To position GS1 Member Organisations with capabilities to monitor, measure, inform, educate, and assist their community addressing the quality of data.

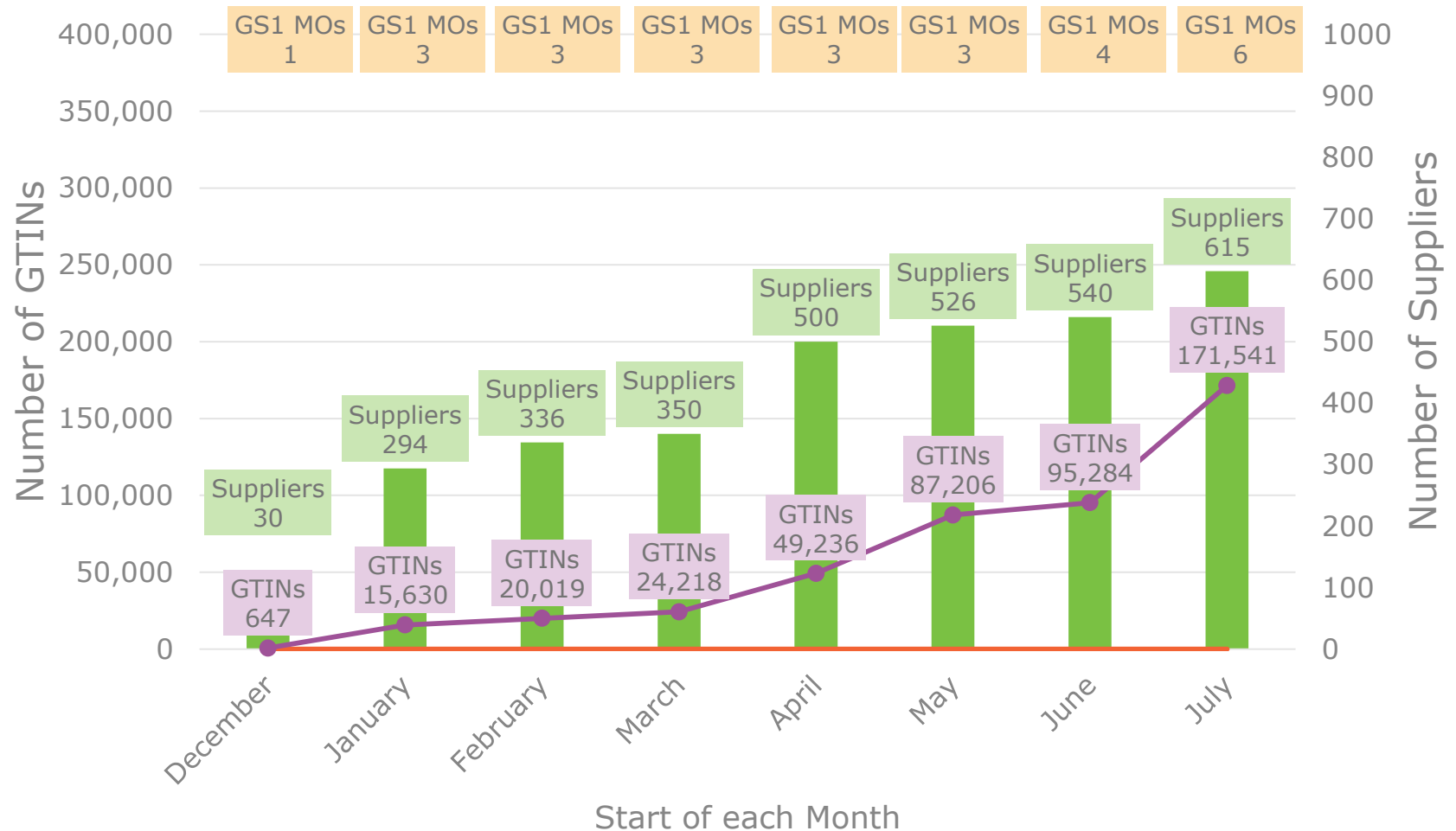


# GS1 Data Checker - B2B Baseline Growth





# GS1 Data Checker - B2C Food Label Growth



# Best Practices in data quality

# Immagino

## The 100 days journey to data quality

[illegible]

# Background

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## End of 2013

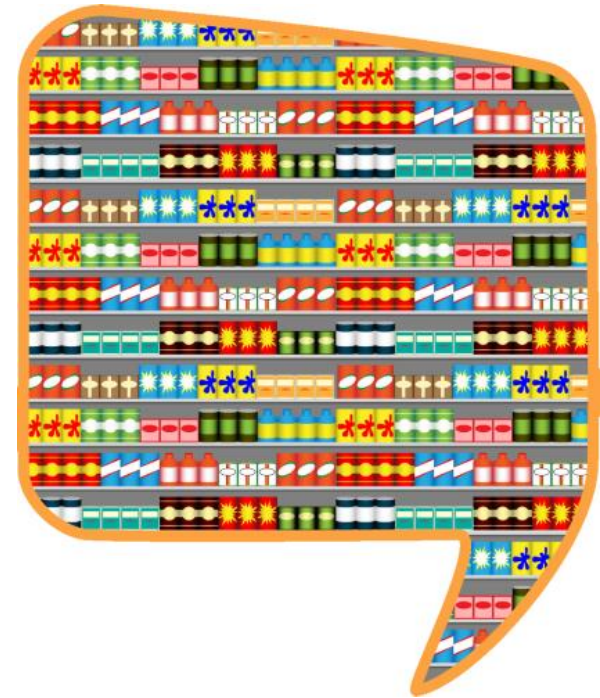
- A new **product images** sharing platform was needed and requested by Italian retail industry
- **EU1169 requirements** for **online selling** - the most relevant topic. The problem: how to collect good label data to fulfill what law required?
- First contact with **Brandbank**, a UK company, focusing on product data capture, exploring how to extend their presence in new markets



# Challenge

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- Find a **comprehensive solution** to respond to the needs including efficient management of product images
- **Collect** food label data for e-commerce activities of Italian retailers in time for **EU1169 deadline of December 2014**
- **GDSN** was not an option due to low local adoption
- **Great fragmentation** of Italian retail industry: many retailers and thousands of SME on supply side



# Solution: 100 days journey to data quality

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## November 2013

- First meetings with retailer to analyze their needs
- Kick-off meeting with **Brandbank** to discuss project milestones
- Project planning, startup activities
- Training of teams

## January 2014

- Capturing and sharing first product for one retailer
- **Immagino** was presented to Italian retail sector thanks to local associations endorsement

## February 2014

- First supplier onboard





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immagin<sup>o</sup>

Share product images and data  
has never been so simple

# Product images

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- Up to 2 marketing images, 1 x flat and 1 x angled view of front of pack
- 6 planogram images
- High quality and high resolution images
- Images compliant to GS1 standard: "Product Image Specification"





# Product label data capture

All contents captured from sample

- Dimensions  
(GS1 package measurement rules)
- Descriptions
- Ingredients
- Allergenes
- Nutritional facts
- Origins
- Claims and declarations
- Storage and usage instructions
- Logo and certifications

Valid for:

- EU1169/2011 selling online requirements (art. 14)
- Future integration with B2B GDSN shared data

Confezione

Dimensioni imballaggio

450g e

Formato numerico

Formato numerico - 450

Dimensioni

Altezza scaffale (mm)

Larghezza scaffale (mm)

159

189

(GS1 Regole misurazione pacchetti)

Tipo di imballaggio

Tipo - Confezione

Dati prodotto

Componenti

Ingredienti

Patate 16%

Carote 14%

Fagioli 12%

Pomodori 12%

Zucchine 11%

Piselli 6%

Verza

Sedano

Fagiolini

Bieta

Zucca

Porro

Prezzemolo

Basilico

Aglio

Può contenere tracce di cereali contenenti glutine.

Informazioni nutrizionali

per 100 g

per porzione (200 g)

Valore energetico kcal

40

80

kJ

160

320

Proteine g

2

4

Carboidrati g

6

12

di cui zuccheri g

2,5

5

Grassi g

0,3

0,6

di cui saturi g

0,1

0,2

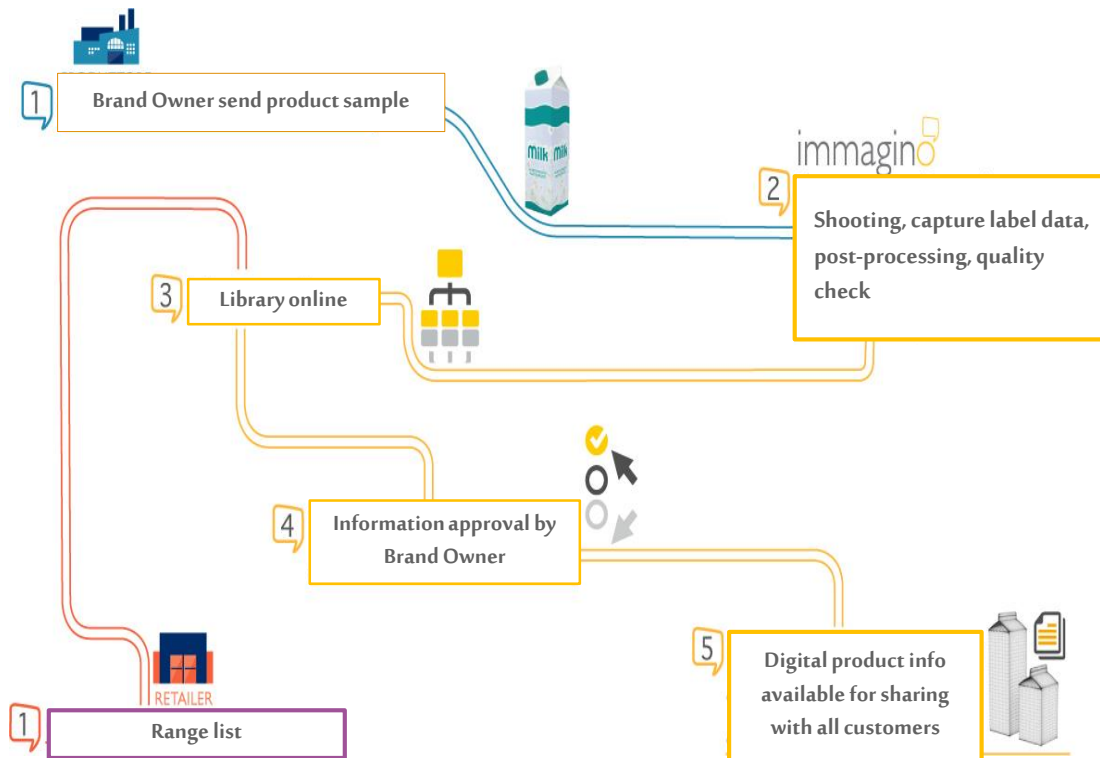
Fibre alimentari g

2

4

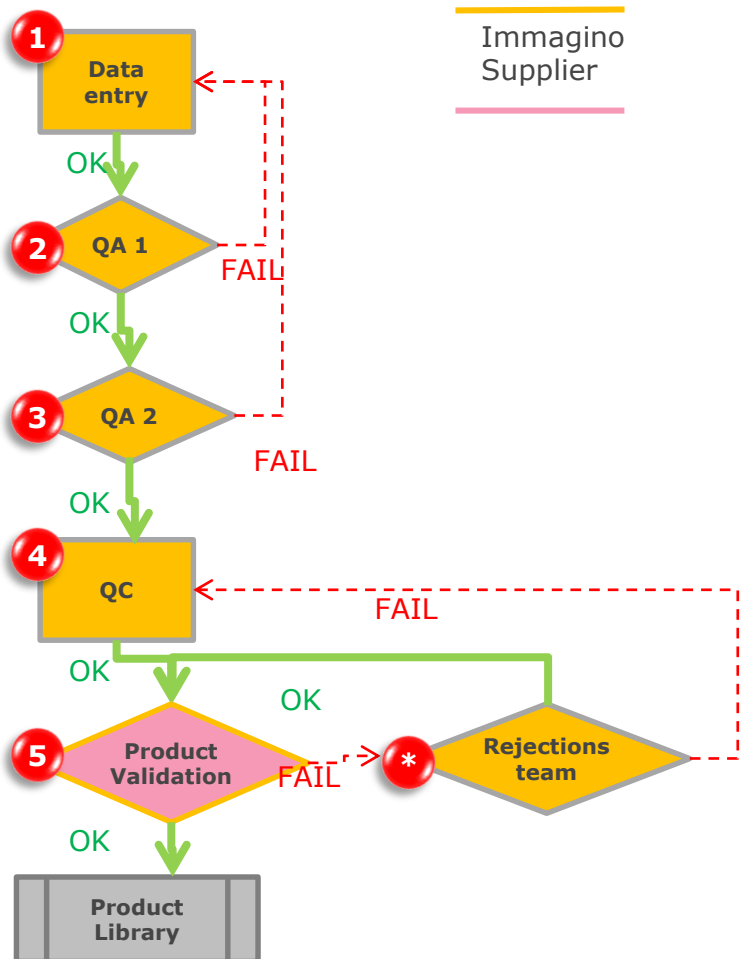
ments (art. 14)

# Process



- **Check-in:** Receiving samples and record them through their GTIN
- **Measurement:** Sample weight and measurement capture with digital tools
- **Images:** Producing a complete kit of high quality images, for marketing and planogram, (professional photographers and dedicated studio to get the best from every kind of package (reflectant surfaces, like glass etc.))
- **Data Entry:** Capturing all info available on label
- **Data Quality:** Several deep quality checks on images and data
- **Publication:** Products are uploaded awaiting approval
- **Validation:** Supplier to validate product images and data. Only after this step product is online
- **Share:** Images and data with business partners

# Data Quality checks



1) Label information is digitalised by the Data Entry team

2) Quality Assurance team compare digitalized data with label information:

**OK, No Errors found:** Data is sent to another QA team member for a second control

**FAIL, Errors found:** Data is sent back to Data Entry team to be corrected

3) QA control 2:

**OK, No Errors found:** Data is sent to Quality Control team

**FAIL, Errors found:** Data is sent back to Data Entry team to be corrected

4) Final Quality Control is made by the Quality Control team

**OK, No Errors found:** Product information is made available to the supplier for the product validation

**FAIL, Errors found:** Errors are corrected, product information is made available to the supplier for the Product Validation

5) Supplier proceeds with the Product Validation

**OK, No Errors found:** Supplier approves the product, digital product information is shared automatically with the retailers

**FAIL, Errors found:** Supplier rejects the product specifying why\*

\* If the product is rejected, the reasons for rejections are evaluated by rejections team. If reasons are valid, digital data is sent back to Quality Control in order to proceed with the corrections. If reasons are evaluated as non valid, product information is made available again to the supplier for Product Validation



# Some facts

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- Launched **early 2014** with 1 retailer - endorsed soon by both industry and trade Italian associations
- **June 2015** - there are **13 retailers** using contents provided by **700 brand owners**
- So far **4.0000 product images and data** available - most of them branded, but a good part are private label



# Next steps

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- Continuous enrollment of companies, aiming to complete Italian assortments within 2015
- Provide Italian suppliers with a platform that enable them to reuse Immagino data, enriching it with logistics and other info to create a full GDSN feed
- Extend Immagino service in terms of images options, documents management and data verification

Loacker Quadratini dark chocolate 275 g

## Loacker Quadratini chocolate 275 g



EAN

8000380154104

Mercato target

IT

Supplementare

Etichetta non conforme al regolamento 1169

+ Ingrandisci immagine



### Confezione

#### Dimensioni imballaggio

450g e

#### Formato numerico

Formato numerico - 450

#### Dimensioni

Altezza scaffale (mm) Larghezza scaffale (mm) Profondità scaffale (mm)

159

189

74

(GS1 Regole misurazione pacchetti)

Tipo di imballaggio

Tipo - Confezione

### Informazioni Brandbank

Abbonato:  
OESS200

Stato prodotto:  
In attesa di approvazione

### Azioni

Ottieni immagine

Stampa dati prodotto

Lavazza A Modo Mio Le selezioni Espresso ...

## Lavazza A Modo Mio Espresso appassionatamente 270g



+ Ingrandisci immagine

EAN

8000070086807

Mercato target

IT

Supplementare

Non è certo che l'Etichetta sia Conforme all'1169



### Dati prodotto

Descrizione prodotto

Brand

### Dati prodotto

#### Componenti

##### Ingredienti

Patate 16%  
Carote 14%  
Fagioli 12%  
Pomodori 12%  
Zucchine 11%  
Piselli 6%  
Verza  
Sedano  
Fagiolini  
Bieta  
Zucca  
Porro  
Prezzemolo  
Basilico  
Aglio  
Può contenere tracce di cereali contenenti glutine.

#### Informazioni nutrizionali

	per 100 g	per porzione (200 g)
Valore energetico kcal	40	80
kJ	160	320
Proteine g	2	4
Carboidrati g	6	12
di cui zuccheri g	2.5	5
Grassi g	0.3	0.6
di cui saturi g	0.1	0.2
Fibre alimentari g	2	4

In attesa di approvazione  
da:  
11/03/2014  
Utilizzo target  
Web e stampa

Lingua prodotto

it

Business

prodotti Aiuto

Ricerca avanzata

Impegnati te verde in f.

Azioni

Ottieni immagine

Stampa dati prodotto

Download come PDF

Download come XML

Approva

Rifiuta

Aggiungi all'elenco

# Thank you

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## **Andrea Ausili**

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**[www.indicod-ecr.it](http://www.indicod-ecr.it)** **[www.immagino.biz](http://www.immagino.biz)**







## The Global Language of Business

# GS1 Validation & Monitoring Service

# How to use the GS1 data checker to monitor and improve B2B2C data quality

Robin Goossens – GS1 Belgilux Data Manager

25 June 2015



# Topics discussed

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- Belgilux background: our data exchange platforms
- Belgilux data quality strategy
- GS1 data checker

# Starting point

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Live made for GS1 Belgium-Luxembourg, Brussels, 10/03/2015.

# Data exchange platforms

# Data Exchange Platforms of GS1 Belgilux

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## CDB / GDSN



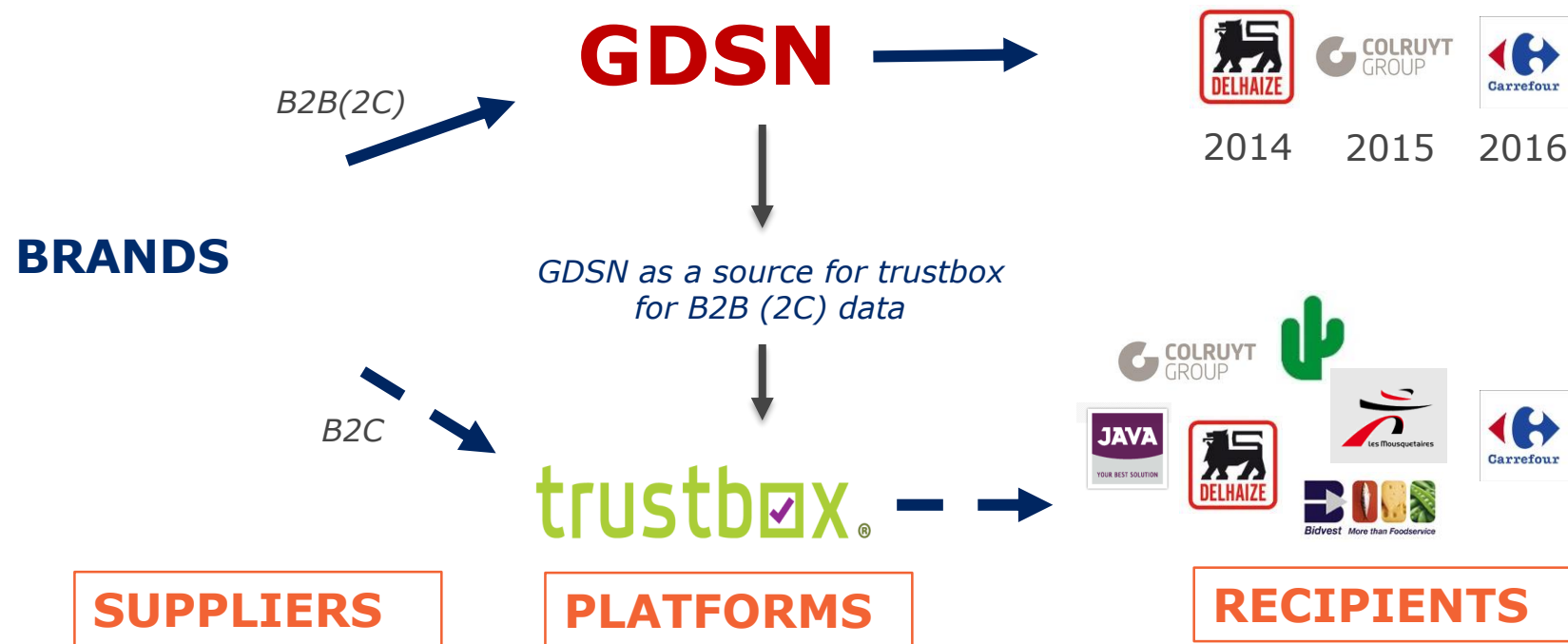
- **Global** Data exchange
- **Logistical** and **Label** Information (and many other types)
- 200 suppliers (GDSN Europe: 7400 companies)
- 1 item = 1 hierarchical level
- Built in validations



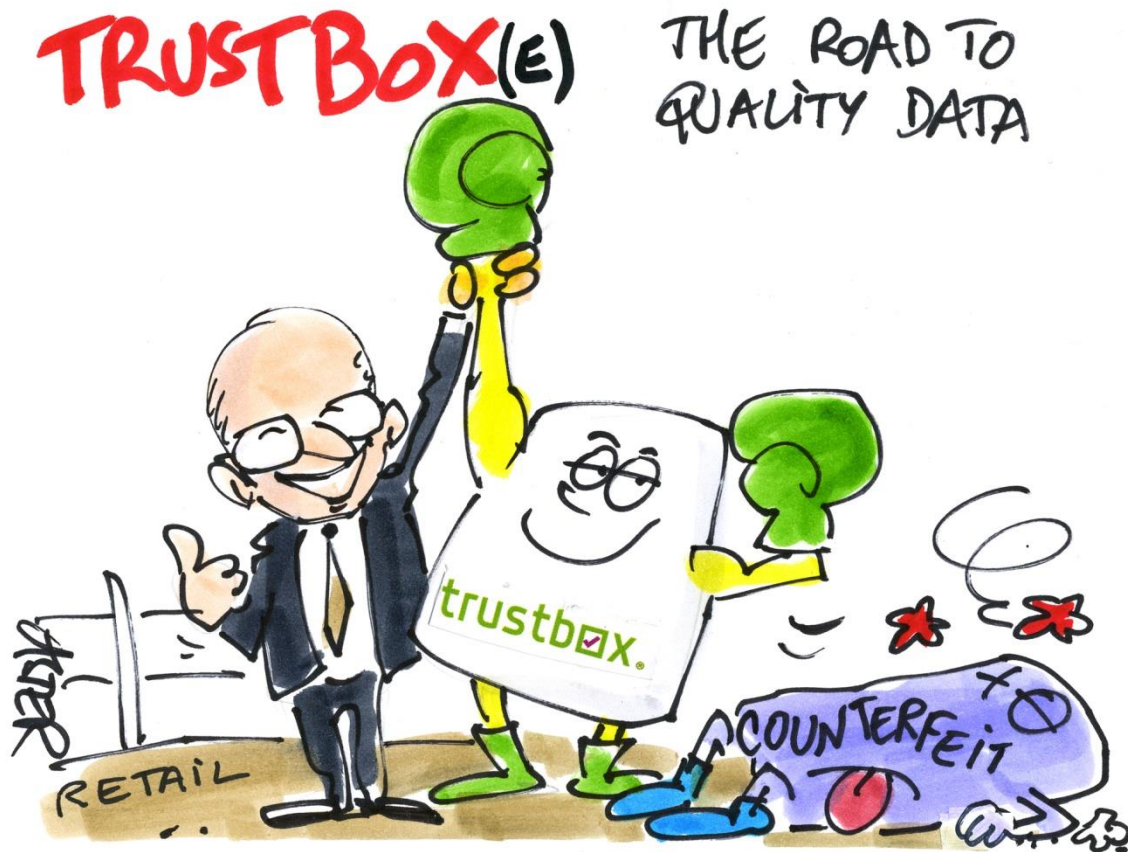
## trustbox

- **Local** solution in Belgium & Luxembourg
- **Food label** data (EU1169/2011 regulation)
- More than 1700 suppliers
- More than 30 data recipients
- 70.000 items (consumer units)

# Data Flows



# Trustbox



Live made for GS1 Belgium-Luxembourg, Brussels, 10/03/2015.

# GS1 Data Quality Strategy



# Current Belgilux Data Quality strategy

## Pillars for DQ improvement

A Priori Quality checks for new members

Monitoring via the GS1 Data Checker

Physical B2C Audits

What's missing?

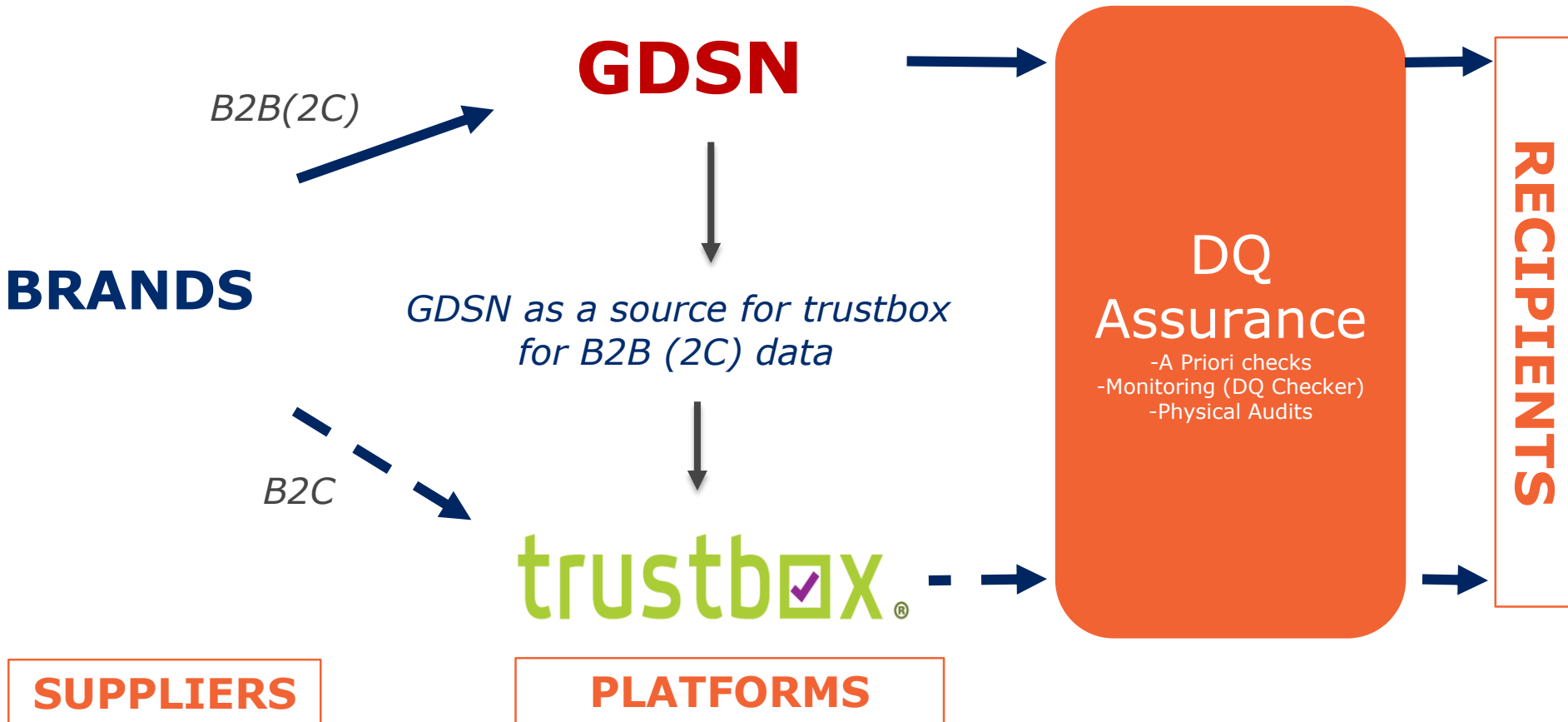
Physical B2B Audits

Added value services (Full Data Capture, data completion, etc.)



GS1 Service?

# Current Data Flows



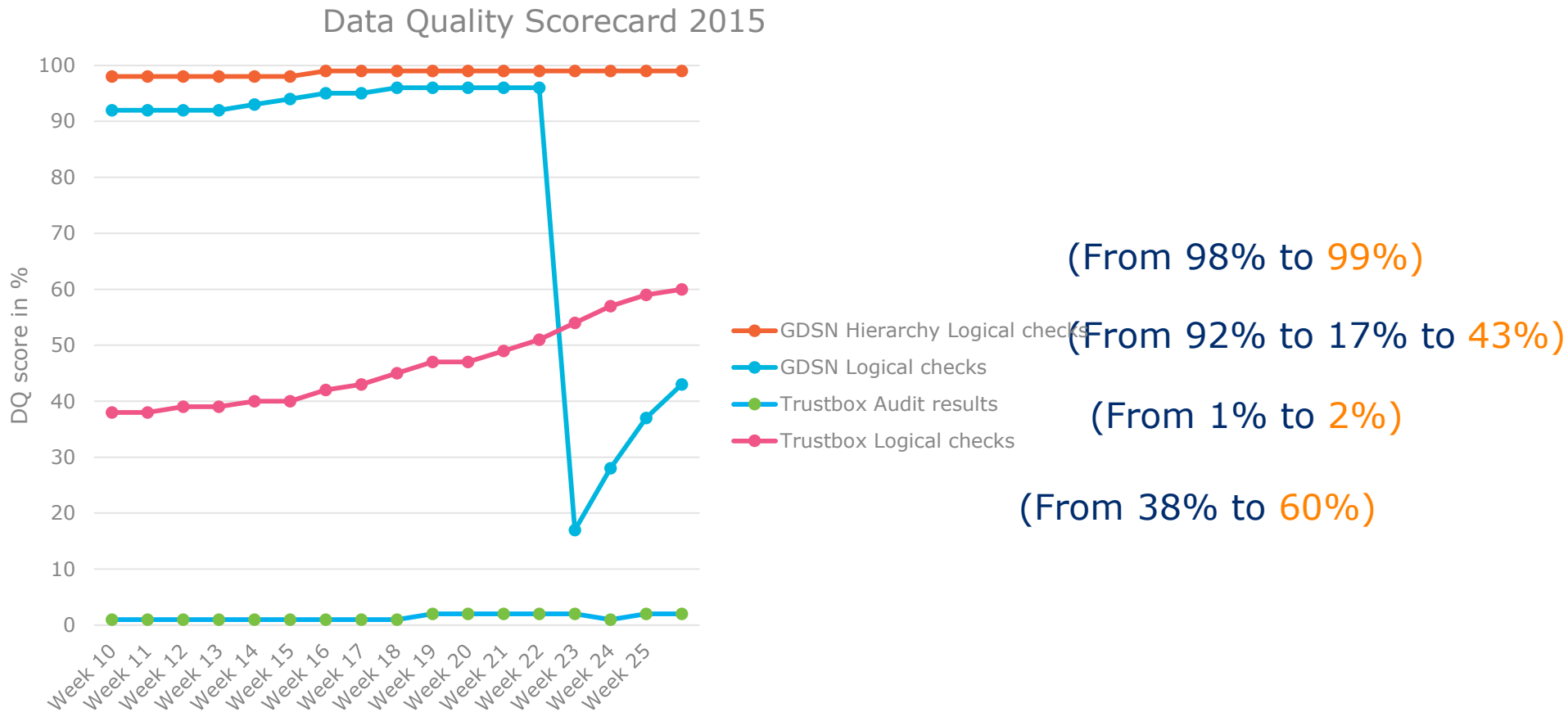
# All new Data Quality team

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- Contribute to the **DQ strategy**
- **Monitor and improve** the Data Quality within the GS1 Belgilux systems for data exchange (trustbox and GDSN), so the data recipients have access to a **complete data set** which they can **trust**.
- **Physically Audit** the (B2C)data uploaded by suppliers
- **Report** about the evolution of the Data Quality



# DQ Evolution (March – Jun 2015)



(\* Week 23: change from Global validation rules to additional Belgilux rules)

# GS1 data checker

# GS1 Data Checker – what?

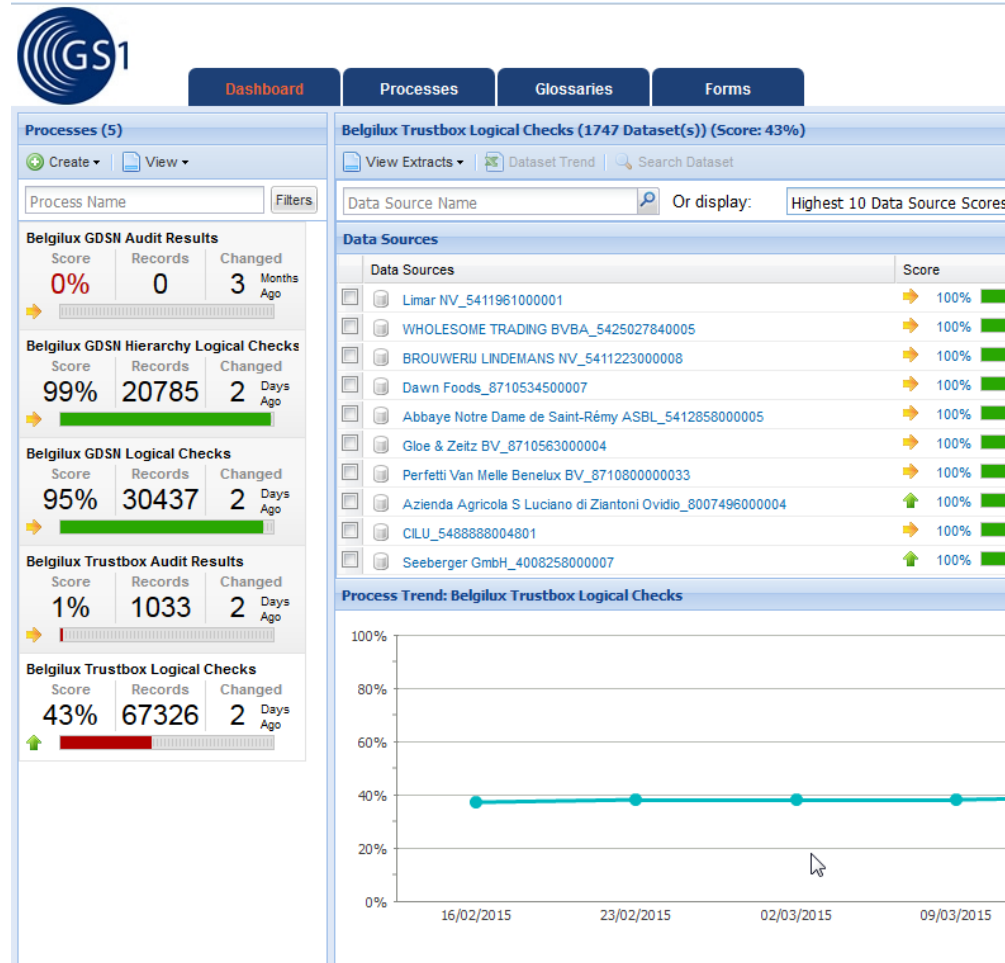
- Online solution
- To evaluate data quality
- Based on a series of predefined tests
- On data from GDSN and trustbox



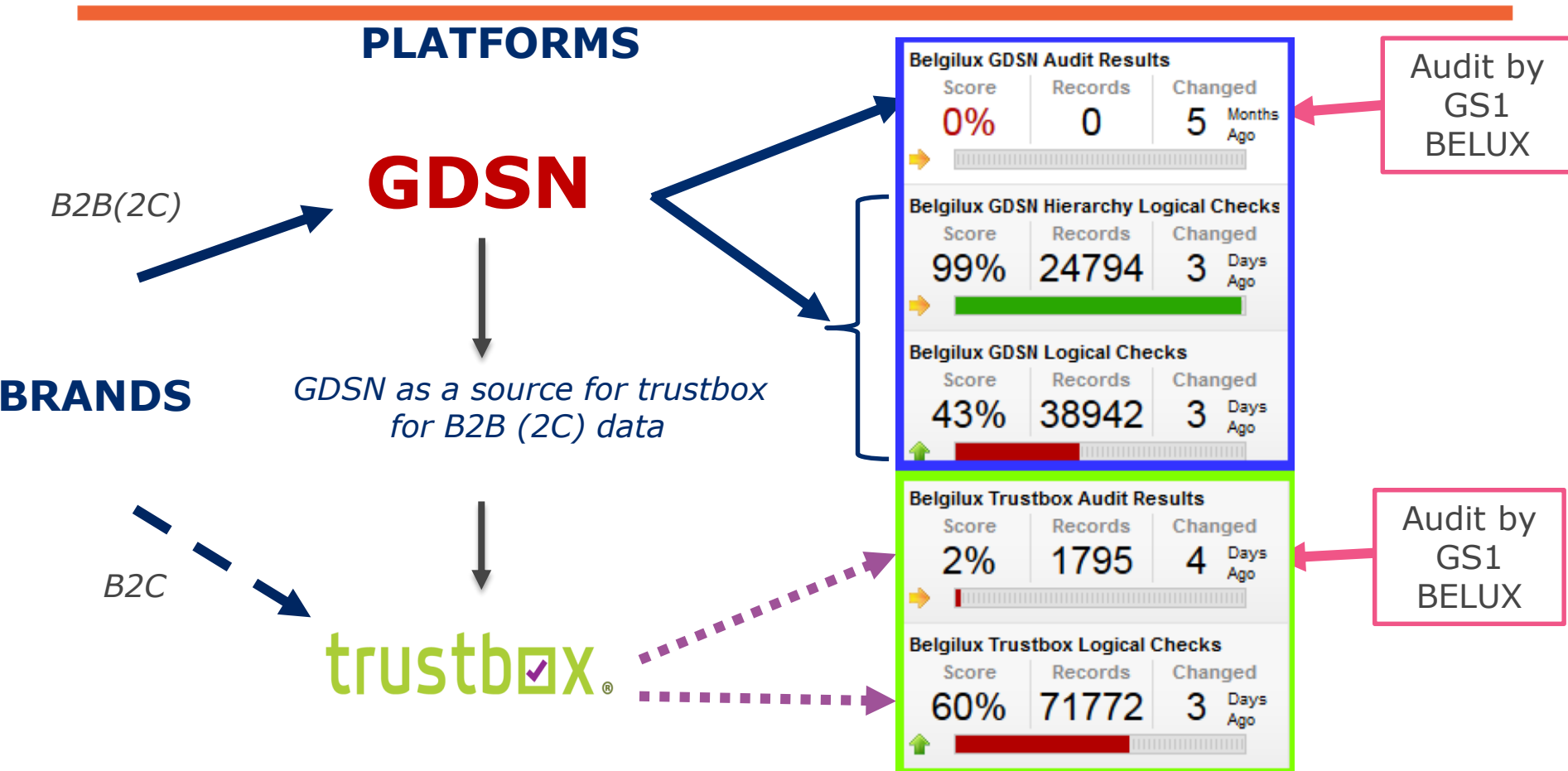
# Evaluate data quality

## It is a dashboard !

- Shows the results
- Shows the test failures
- Shows the entered values
- A supplier can TEST a correction
- But CAN'T correct the data in the Data Checker itself
- ➔ make the corrections in your data source



# Data flows to the GS1 data checker





# What do the DQ scores mean?

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- **IMPORTANT:**  
Difference in general scores (retailer view) vs. Supplier scores
- Only if a company has 100% data quality this will have an influence on the general score
- Suppliers have a more detailed scores across their products

# What do the DQ scores mean?

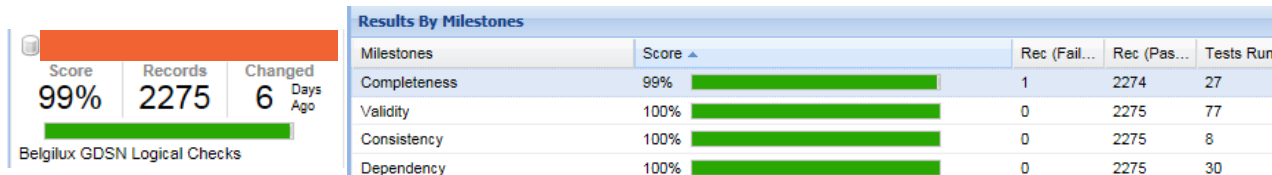
- **Example:**

- Retailer view:



= 60% of all suppliers in trustbox have a DQ score of 100%











- Supplier view













= 1 item out of 2275 has at least 1 mistake.  
This company will not be added to the general score

# Examples of most occurring errors

## GDSN data (B2B)

13488	 Tax Information Completeness
8830	 Description Short en Completeness
8752	 Description Short de Completeness
7901	 Packaging Marked Exp Date Type and GPC Code Dependency
7601	 Product Description de Completeness
6951	 Functional Name de Completeness
6528	 Product Description en Completeness
6236	 Description Short nl Completeness
6137	 Functional Name en Completeness
5989	 Trade Item Country Of Origin Completeness

## trustbox data (B2C)

12027	 Regulated Product Name nl Completeness
10909	 Communication Address nl Completeness
10554	 Communication Address fr Completeness
9445	 Regulated Product Name fr Completeness
8724	 Contact Name Completeness
5727	 Net Content and UOM Completeness
5012	 Net Content and UOM Validity
3413	 Household Serving Size and Nutrient_Group3 Dependency
2181	 Household Serving Size and Nutrient_Group2 Dependency
1920	 Household Serving Size and Nutrient_Group1 Dependency

# Conclusion

# On the right track...

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- Data quality is improving
- Still work to be done
- Use the GS1 Data Checker to weekly monitor your data
- If it's not green, let it be seen → DQ Visibility
- Contact GS1 to help improve your score  
([quality@gs1belu.org](mailto:quality@gs1belu.org))



# Data Quality as success factor

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- Only if the delivered data is reliable all parties can benefit
  - Consumers
  - Retailers
  - Suppliers
- A joint responsibility! GS1 can help companies.
- How long will it take you to have a green score?
- How to evaluate data? – input for new validation rules



# Thank you for your attention

# How to stay up to date with data quality?

1. Regularly check the website:

<http://www.gs1.org/data-quality>

2. Register on staff directory and select "Data Quality" to receive data quality eNews

3. Contact

**Mark Widman**, Director data quality: [mark.widman@gs1.org](mailto:mark.widman@gs1.org)

**Lorraine Knight**, Director data quality EMEA: [lorraine.knight@gs1.org](mailto:lorraine.knight@gs1.org)

**Anouk Chavel**, Sr Manager Marketing: [Anouk.chavel@gs1.org](mailto:Anouk.chavel@gs1.org)

The screenshot shows the GS1 MOZone website. The top navigation bar includes links for Home, Sectors & Solutions, Standards, Services, People, Events, and Resource Library. The main content area is titled 'Staff Directory Search' and 'Search by organisation, work area or level'. The 'Search by organisation, work area or level' section has a dropdown menu with 'All GS1 Staff' and 'Data Quality' options. The 'Data Quality' option is highlighted with a red circle. Below the dropdown menu, there is a search bar and a 'Search' button. The page also includes links for 'Find a person by typing part of first name, surname or email address' and 'Find out who works for the following GS1 organisations'.



# Q&A