

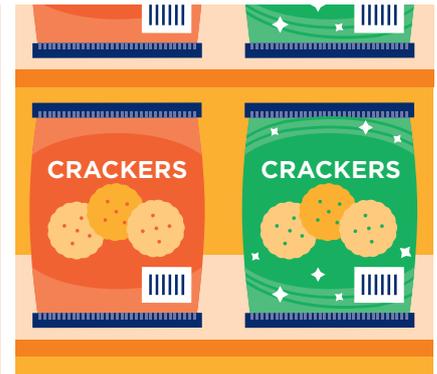


Global Standards Management Process

UniqueID— GTIN Management

Mission-specific working group

Call to Action



What business challenges are being solved?

For over 40 years, the rules that govern when a Global Trade Item Number (GTIN) should or should not change have been repeatedly revised to keep pace with a changing retail landscape. The result is a set of rules that is overly complex and technical, making consistent allocation of GTINs—and compliance with the existing rules—a challenge for many businesses.

Today's omni-channel consumers want a consistent experience, no matter how or where they shop. They also expect accurate and more detailed information about the things they buy online. What was a simple visit to a local store—searching and comparing products on the shelf in the “real” world—now typically includes a trip to a digital shelf, which often lacks the accurate product information needed for shoppers to make informed purchase decisions.

The GS1 UniqueID project was launched to solve this challenge. This fast-paced, structured industry effort is dedicated to building a strong foundation by first making the rules for GTIN management simpler and more effective.

Background

In September 2015, Capgemini facilitated two trading partner “pilot workshops” in the United States and Europe to explore an industry-wide solution to unique product identification. Sixty-five retailer and brand owner attendees from over 20 companies were matched for interactive sessions to discuss preferred approaches to five sample use cases. These early workshops identified the need to build greater consumer trust and transparency by aligning on a clear set of rules about GTIN management to eliminate ambiguity around GTIN change compliance. It was also clear that we needed to gather input from a broader group of companies.

To address these needs, GS1 continued its industry engagement work in November 2015, within Step 1 of the standards management process (shown on the next page). An expanded group of industry experts were surveyed on the topic of GTIN management rules. GS1 gathered structured feedback from more than 25 companies—many of whom were original workshop participants—as well as several large online companies and retailers from the Asia-Pacific region.

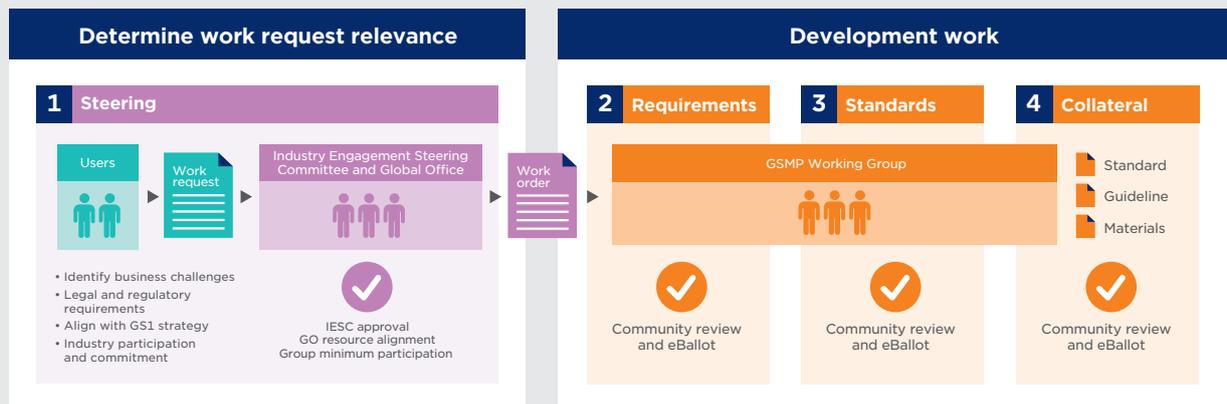
The GSMP is a community-based forum for businesses facing similar problems to work together and develop standards-based solutions to address them. Active GSMP participants represent industries ranging from retail and consumer goods to fresh foods, healthcare, transport and logistics, government and more—a healthy mix of business and technical people from nearly 60 countries.



To support the accelerated timeline of this proposed work, Google has volunteered space in its Cambridge, Massachusetts, USA and Zurich, Switzerland facilities for a two-day GS1 Standards Development Workshop to be held on 7-8 March 2016.

See next page for how to register!

4-step consensus-driven process



After analysing the data, a formal business case was drafted, detailing the major actions identified by industry. This business case was shared with participants and is now openly available to the GS1 Community. Three of the actions in the business case have been identified as the key objectives for this Working Group. They are detailed below.

The business case—and anonymous data collected from industry—will be provided to the Standards Development Working Group to ensure that the voice of industry is clearly represented. This is critical to the success of the Working Group.

Working group objectives

The three objectives of the UniqueID—GTIN Management Working Group expected to be completed by June 2016 are:

- 1 Consolidate the existing GTIN Allocation Rules into a set of clear, concise rules for GTIN management.**
- 2 Develop a clear, concise guideline that provides a decision process for GTIN management and that is authored from a business perspective.**
- 3 Evaluate positive and negative industry impacts of ending GTIN reuse (not Global Company Prefix reuse) and make recommendation on forward plan.**

Standards impacted

- GTIN Allocation Rules
- GS1 General Specification

Who should join this working group?

From industry:

Senior-level merchandising, marketing and supply chain decision-makers who can:

- Provide cross-functional insight into core business processes
- Drive consensus within their organisation on topics that may require compromise
- Articulate specific product change, distribution process and merchandising experiences
- Commit to an accelerated, high-energy project

What is needed from GS1 Member Organisations

Representation by both business/industry engagement staff and technical staff:

- Socialise the Call to Action
- Commit to help with the “heavy lifting” of authoring and developing working group documents and outputs to ensure the most valuable use of time for industry participants
- Work to bridge local contacts of large multinational companies with each other to encourage consistency
- Identify the right persons from industry and encourage their participation in the working group
- Commit to a fast-paced standards development process

How will the working group operate?

This working group will follow GS1’s improved standards development process:

- Validate and draft business requirements—analyse requirements from input from industry as described in the work order and collect additional input to ensure that industry objectives as defined in the work request are met
- Develop standards and/or guidelines—industry experts draft a solution to requirements into a standard and present them to industry for confirmation and approval
- Ratify—standards are approved by the standards development community, ratified by GS1 governance bodies and published

Next steps

- Join the Working Group by 15 February 2016:** bit.ly/1UtvfS8
- Register before 15 February 2016 for the GSMP workshops hosted by Google on 7-8 March 2016:**
 - Zurich, Switzerland: bit.ly/1PkZbMH
 - Cambridge, MA: bit.ly/1WPvZzd

- Link to the Business Case: bit.ly/1Pzrwur
- Link to the Executive Summary: bit.ly/1S91mWz
- Help or questions, please contact: elena.tomanovich@gs1.org

Other important dates:

- Working Group Launch Call:** 18 February 2016
- Workshop #2:** during the 2016 GS1 Standards Event, Jersey City, NJ, US (week of 11-14 April, day TBC)

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