GSCN #	GSCN Name	Submission Date	Status
WR16-239	**AI for paperless coupon**	1 April 2016	Ratified 6 June 16

Associated Work Request (WR) Number:

16-239

Background:

- The North American Coupon Code has been implemented for close to 9 years (AI 8110). The data string is secure and robust and there is a long standing infrastructure in place to handle paper coupons. When redeemed by the consumer, the paper coupon is treated like cash by the retailer. The same robust, secure data string is to be used for paperless coupons and will make use of the same established infrastructure.
- Requirement no. 1- when a paperless coupon is redeemed there is no physical record of the transaction
- Requirement no. 2- when there is no physical record of the transaction (cash or paper coupon) there is no audit trail to settle or reconcile the cashier's till.
- Since the POS Systems feed directly into the accounting systems- auditability is a must.

GS1 General Specification Change:

The recommended changes are highlighted in the attached excerpt from the GS1 General Specifications.

Disclaimer

The Global Language of Business

GSCN #	GSCN Name	Effective Date
16-239	New AI for paperless coupons	14 April 2016

Associated Work Request (WR) Number:

WR 16-239

Background:

When a transaction occurs at the point of sale the record of the transaction is the cash in the drawer, this is reconciled against the transaction log in the retailers accounting system. When a coupon is presented and redeemed, the coupon is treated just like cash and it also is used to reconcile the cashiers till. When a paperless coupon is accepted and redeemed at point of sale there is no record of the transaction as there is for paper coupons and cash transactions. If a paperless coupon is presented using the same Application Identifier as is used for paper coupons the reconciliation process and the audit requires the paper backup. If a paperless coupon is presented using its own AI, the requirement for a paper backup is not required, since the transaction log will note that the coupon is paperless.

GS1 General Specification Change:

The changes are highlighted on the following pages.

Disclaimer

2.6.3.6 Coupon code identification for use in North America (AI 8110)

Application description

This application identifier has replaced the GS1 US Prefix 5 system in 2011. The new system has been rolled out for paper coupons.

See GS1 US for the *North American Coupon Application Guideline using GS1 DataBar Expanded Symbols* for detailed information on GS1 U.S. coupon code data content.

A stimulus for change is the fact that GS1 US has begun issuing variable-length GS1 Company Prefixes and retailers are expected to accept imported products identified with GS1 Company Prefixes. Both changes will lead to an increasing number of coupon mis-redemptions if the full Company Prefix is not processed. This will impact retailers, manufacturers, and coupon processing agents.

The new coupon format has a large number of fields (many of them optional) for specifying the more complex coupon offers in use today. Data encoded in the coupon barcode is used to identify the source (typically a manufacturer) producing the coupon, the conditions for fulfilling the offer and the specific save value offered to the consumer.

> > > > >

2.6.3.7 Paperless Coupon code identification for use in North America (AI[DR1] 8112)

Application description

See GS1 US for the *North American Coupon Application Guideline using GS1 DataBar Expanded Symbols* for detailed information on GS1 U.S. coupon code data content.

When a transaction occurs at the point of sale the record of the transaction is the cash in the drawer, this is reconciled against the transaction log in the retailers accounting system. When a coupon is presented and redeemed, the coupon is treated just like cash and it also is used to reconcile the cashiers till. When a paperless coupon is accepted and redeemed at point of sale there is no record of the transaction as there is for paper coupons and cash transactions. If a paperless coupon is presented using the same Application Identifier as is used for paper coupons the reconciliation process and the audit requires the paper backup. If a paperless coupon is presented using its own AI, the requirement for a paper backup is not required, since the transaction log will note that the coupon is paperless.

The paperless coupon format has a large number of fields (many of them optional) for specifying the more complex coupon offers in use today. Data transmitted is used to identify the source (typically a manufacturer) producing the paperless coupon, the conditions for fulfilling the offer and the specific save value offered to the consumer.

2.7 Summary of applications and operative scanning environments for GS1 system symbols

The figure below provides a cross-reference for all system applications defined in section 2 and the GS1 symbol specification tables (SSTs) in section 5. The application where the barcode will be used SHALL be determined prior to locating the correct symbol specification table (SST) entry. Use the "See SST(s) #" column to find the SST appropriate for the application area. Because most application areas provide a reference to two symbol specification tables based on the operative scanning environment, a decision must be made between the two. See the decision tree figure 5.5.2.6.1 - 2 to determine the correct symbol specification table.

Figure 2.7-1. Areas of GS1 system application

Application	See section	See SST(s) #	Carrier choices
Coupon code identification for use in North America (AI 8110, 8112)	2.6.3.6 2.6.3.7	NOTE: See GS1 US for the "North American Coupon Application Guideline Using GS1 DataBar Expanded symbols" for the appropriate SST.	GS1 DataBar Expanded, GS1 DataBar Expanded Stacked or digitally transmitted

3.2 GS1 Application Identifiers in numerical order

Figure 3.2-1. GS1 Application Identifiers

AI	Data Content	Format (*)	FNC1 required (****)	Data title
8112	*Coupon code identification for use in North America*	N4+X..70	(FNC1)	-

[DR2]

[DB3]

3.9.15 Coupon code identification for use in North America (AI 8110)

See GS1 US for the *North American Coupon Application Guideline using GS1 DataBar Expanded Symbols* for detailed information on GS1 U.S. coupon code data content.

The coupon barcode is constructed by starting with a coupon Application Identifier of 8110, followed by the required and optional data elements, until all desired data is encoded (or the limit of 70 digits is reached).

Figure 3.9.15-1. Format of the element string

Application Identifier	Formatted according to rules of *North American Coupon Application Guideline using GS1 DataBar Expanded Symbols*
8 1 1 0	X_1 ——variable length——›X_{70}

The data string transmitted from the barcode reader means that the element string denoting a Coupon code for use in North America has been captured.

3.9.18 Paperless Coupon code identification for use in North America (AI 8112[DR4])

See GS1 US for the *North American Coupon Application Guideline using GS1 DataBar Expanded Symbols* for detailed information on GS1 U.S. coupon code data content.

The paperless coupon datastring is constructed by starting with a coupon Application Identifier of 8112, followed by the required and optional data elements, until all desired data is encoded (or the limit of 70 digits is reached).

Figure 3.9.18-1. Format of the element string

Application Identifier	Formatted according to rules of *North American Coupon Application Guideline using GS1 DataBar Expanded Symbols*
8 1 1 2	X_1 ——variable length———›X_{70}

The data string transmitted means that the element string denoting a paperless coupon code for use in North America has been captured.