



Verified by GS1 case study

Verified by GS1 enhances product data quality for Johnson & Johnson Supply Chain

To better serve retailers and consumers, Johnson & Johnson Supply Chain is using Verified by GS1 to maintain a single source of high-quality product information.



Challenge

In a data-driven world, the volume of product data generated can be overwhelming for retailers and marketplaces. To complicate matters further, there was no single source of trusted product information that would allow them to verify the products they sell.

Solution

Johnson & Johnson Supply Chain established a globally structured programme using Verified by GS1 to share Johnson & Johnson Consumer Health product information. They created an internal repository, defined clear processes and started to develop automation tools.

Benefits

Verified by GS1 enables Johnson & Johnson Supply Chain to deliver to a registry with the most complete and accurate set of product information based on seven core attributes. As such, retailers have total confidence when selling Johnson & Johnson Consumer Health products.

Johnson & Johnson Supply Chain has been working with Verified by GS1 since 2019. They started small, working manually, and focusing only on top markets. By late 2021, their efforts had evolved into a global programme that is transforming the quality and accessibility of their product data.



A big programme that started small

“When we began engaging with Verified by GS1 in 2019, we intentionally worked on one market at a time, little by little, slow and steady,” Marina Lopes Furtado, Johnson & Johnson Supply Chain Manager for Digital Identification & Traceability, explained. “Before launching a major transformation programme, we first wanted to really understand our potential data sources, the quality of our existing product information and which of our processes would need to change.”

Across 2019 and much of 2020, the Johnson & Johnson Supply Chain team gathered data from its databases around the world and analysed it according to the Verified by GS1 data rules that supply consistency of data across product brands. When the data was ready, the team loaded the data into Verified by GS1. Their efforts during this period were mainly manual, as they extracted information from Enterprise Resource Planning (ERP) systems and filled gaps and corrected oversights in Microsoft Excel charts.



A clear view of the problems to fix

Johnson & Johnson Supply Chain experts quickly identified the issues they would need to address. A number of the Johnson & Johnson Consumer Health products had outdated images or were missing images in the internal database. “Brand name consistency in the database was a challenge,” Marina told us. “For example, in our internal databases, ‘Johnson’s Baby’ had several variations including abbreviations that required the team to update the existing data with consistent values to ensure we were uploading consistent data to Verified by GS1.” A separate project was launched to identify and update missing product images, which are imperative for e-commerce sales.

Similarly, Johnson & Johnson Supply Chain addressed the need to assign Global Product Classification (GPC) codes to products. It was an opportunity to improve product information because GPC gives buyers and sellers everywhere in the world a common language for grouping products into categories based on their essential properties and their relationships to other products.



Adding automation to the process

As the programme matured and expanded its reach, the Johnson & Johnson Supply Chain team leveraged existing tools and created a centralised internal repository to address the main issues they had discovered in the first phase of their work. This repository checks whether every product added to it has all seven Verified by GS1 attributes—and flags any items that are incomplete.

Another tool in the repository system takes every permutation of “Johnson’s Baby” and automatically transforms them into the globally standardised brand name of JOHNSON’S BABY, written in all caps. The same is done for many other brand names that didn’t always appear in the same way across the company’s ERPs and databases.

The supply chain team also created a process to attribute a proper GPC code to every item.

“Thanks to these automatic processes, we are able to focus our time and effort on other tasks,” Marina said.

Clarity on company prefixes

As a result of acquisitions and divestitures over the years, maintaining proper product identifications based on company prefixes can be a large task. A significant value of Verified by GS1 has been how it provides a single source of truth for the company prefixes that Johnson & Johnson Consumer Health owns, through the Global Brand Owner List.

“ Having a centralised, validated and up-to-date list of all our prefixes across the world provides us confidence and saves us time.”

—Marina Lopes Furtado, Johnson & Johnson Supply Chain Manager for Digital Identification & Traceability

“ Verified by GS1 is designed to share product information and achieve higher data quality. It enables Johnson & Johnson Supply Chain to have much more reliable product data. In today’s data-driven world, that is incredibly important.”

—Blair Korman, Johnson & Johnson Supply Chain Senior Director, Digital Identification & Traceability

Real value to Johnson & Johnson

Getting their product information into Verified by GS1 has brought real value to Johnson & Johnson Supply Chain.

Internally, the effort has enabled greater visibility to product information. Externally, Johnson & Johnson Supply Chain can better serve both retailers and consumers: “Verified by GS1 has allowed us to have much more reliable product data. In today’s data-driven world, that’s incredibly important,” Blair Korman, Johnson & Johnson Supply Chain Senior Director, Digital Identification & Traceability.

A race toward excellence

Marina tells us that she is quite pleased with the current state of their product data—but that she also knows that it is a never-ending programme: “We have a very good set of data now, but it will never be complete because things change all the time. It’s not about ticking a box that says ‘Done.’ It’s all about continuous improvement. That’s what matters.”

Thanks to the assiduous effort of the team, Johnson & Johnson Supply Chain has become a top performer in terms of overall data quality and is also excellent in terms of the completion of their product information. GS1 data confirms more than 98% of all Johnson & Johnson

Consumer Health products sold in Q3 2021 at one well-known European retail chain in France, Belgium and Netherlands were present in the Verified by GS1 system. This level of “coverage” is exactly what retailers need and want from brand owners—to be able to rely exclusively on trusted, brand owner-provided product data instead of needing to define product data by themselves.

Looking forward

Johnson & Johnson Supply Chain teams are working toward full brand consistency at the source level, they are updating product images for their most important and popular products and they are checking licences for products that became part of the Johnson & Johnson Consumer Health family through an acquisition.

Some advice: Get started, think big, start small

Marina supports the use of Verified by GS1. She recommends starting small because it can be overwhelming to assess data from the entire world: “Pick a country or region and have a look. Figure out what needs to be changed and build a plan. Soon enough, you’ll have good quality data across your entire organisation that you can share with all your business partners in a standardised way.”

Benefits of Verified by GS1

For Brands



Simplified listing process and faster time to market

For Retailers



Reduced time and costs to gather and verify data

For Consumers



More reliable product information



Data quality visibility and insights



Optimised business processes



Increased satisfaction and fewer returns

About Johnson & Johnson

At Johnson & Johnson, we believe good health is the foundation of vibrant lives, thriving communities and forward progress. That's why for more than 130 years, we have aimed to keep people well at every age and every stage of life. Today, as the world's largest and most broadly based health care company, we are committed to using our reach and size for good. We strive to improve access and affordability, create healthier communities, and put a healthy mind, body and environment within reach of everyone, everywhere. We are blending our heart, science and ingenuity to profoundly change the trajectory of health for humanity.

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About GS1

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of "the 50 things that made the world economy." GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach—local Member Organisations in 116 countries, 2 million user companies and 6 billion transactions every day—help ensure that GS1 standards create a common language that supports systems and processes across the globe.

www.gs1.org

About Verified by GS1

Verified by GS1 is a repository of product data that helps organisations answer the question: "Is this the product that I think it is?" Brand owners use Verified by GS1 to associate seven core attributes with each of their products: the product's GS1 Global Trade Item Number® (GTIN®), brand name, description, a URL of a product image, its GS1 Global Product Category (GPC) code, the net content and unit of measure and the country of sale. With the help of Verified by GS1, brand owners, retailers and marketplaces can build rich consumer experiences that deliver trusted, brand-sourced product data, which drives confidence, satisfaction, loyalty—and ultimately, increased efficiency and growth for their businesses.

www.gs1.org/verified-by-gs1



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