Background on DS

• 1999 - First Data Synchronization (DS) initiative
  • Cat@logalo data pool, owned and developed by GS1 Mexico

• 2002 – First massive adoption effort

• 2005 – Creation & adoption of the Measurement Service (inspection) in Mexico, fully integrated with the local data synchronization process

• 2006-2007 a new strategy needed, in-depth study of DS activity and expectatives from the whole Industry, regarding the interest of adopting a global model of GDS

• 2008 – launch of GS1 Mexico DP (Syncfonia)
2008-2011, implementation strategy

- 8 major retailers on-board
  - Comercial Mexicana, Chedraui, Corvi (Wholesaler), Diconsa, HEB, Soriana, Super Kompras, WalMart
  - +75% of the retail market

- Initial categories
  - Grocery (food & non-food)
  - Health and beauty
  - Beverages

- Initial focus
  - New item process
Our Services

Data Validation

Data Quality Framework

Data & Photo Capture

Membership

Training + Knowledge Center
The verification is done on 22 fields.

The main rejections are in:

<table>
<thead>
<tr>
<th>Field</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variant</td>
<td>22%</td>
</tr>
<tr>
<td>Gross Weight</td>
<td>17%</td>
</tr>
<tr>
<td>Functional Name</td>
<td>12%</td>
</tr>
<tr>
<td>Width</td>
<td>11%</td>
</tr>
<tr>
<td>Depth</td>
<td>10%</td>
</tr>
<tr>
<td>Height</td>
<td>7%</td>
</tr>
<tr>
<td>Net Content</td>
<td>7%</td>
</tr>
<tr>
<td>Others</td>
<td>14%</td>
</tr>
</tbody>
</table>

The 60% of the products tested, do not pass at the first validation.
Over 1,285 companies have selected GS1 Mexico service, to capture more than 155,500 items
Data Quality Training Program: a 4 modules 4hrs training program where companies from all sizes are able to learn & experience about GS1 Data Quality Standards (GDSN, GS1 ID, GS1 Measurement Rules), getting ready for synchronizing master data through GDSN.
Data Quality Framework (compliance): based on large companies needs, this service is composed by a whole training program and allows companies to show compliance against Data Quality Framework, by providing with a self assessment report (up to 80% of the score). GS1 Mexico, defines a sample (taking into account the whole amount of items from that company). If the whole inspection goes all right, there’s a report provided to the company that enables them to prove consistency within their processes, if not they are expected to go for Measurement Service Inspection item per item.
Professional Services
• Project Management Leader
• Internal development support for connectivity between catalogs
• Support in supplier integration
• Advice to businesses

Data capture at Store and Distribution Center
• Measurement Service
• Data Capture
• Photo Capture

Education and Training
• Training the team on concepts Bar Code and Rules of Measurement
• Training companies in the Data Quality Model
2011 (Groceries, Beverages, Health & Beauty)
- 2,640 Suppliers
- 232,490 GTIN’s
- 53% Data Quality
- 4,361 products with photo

2012 (Hardware, Toys, Apparel, Pharmacy, Electronics)
- 3,245 Suppliers
- 317,468 GTIN’s
- 66% Data Quality
- 32,897 products with photo
The companies have separated processes in generating product data.

Data quality is affected by the way data is entered, stored and managed.

Data quality is not one-time effort, it requires frequent maintenance.

In the information input process should be a model that ensures data quality.

The systems do not guarantee the accuracy of the data.

The information is basic to improve in business, operational, logistical and financial processes.

Data quality minimizes errors, reduces risk and add a value in time along the supply chain.
“Confidence and efficiency in the exchange of information with trading partners”

• CERVECERIA CUAUTHEMOC MOCTEZUMA

“Processes are simplified because the information is stored in a centralized repository, where data are taken for other processes or business documents”

• WAL-MART MEXICO Y CENTROAMERICA

“The information is in the same language (standards) and allows easy distribution and understanding”

• KRAFT FOODS / MONDELEZ INTERNATIONAL

“Quick cataloging process. Only with entering a barcode can be extracted product information at different levels”

• CHEDRAUI
NEXT STEPS 2013-2015

1) New categories

2) New retailers & wholesalers

3) New attributes (nutritional, additional file information, etc)

4) Image pool (under analysis)

5) New process
Thank you
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