Helping companies into the Digital era…

How to achieve this goal?
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Helping companies into the Digital era… How to achieve this goal?

Answer the right Questions….

1. Where are we?
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5. What’s the strategy?
6. What are the tactics?

Getting GS1® Portugal into “PME Digital”
The technical Solution
INTRODUCTION
INTRODUCTION

GS1® Portugal has been adjusting to cope with market needs…

- Helping companies to benefit from standards
- Finding solutions that help increasing the adoption of standards
- Making a seamlessly integration of processes and people using GS1’s best practices
- Finding partnerships and programs that will help on all of these objectives
1. WHERE ARE WE?
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National Panorama of EDI

- Gross Domestic Product in 2012: 165,409 M€ (3)
- Number of Companies in Portugal: about 443,000 (3)

<table>
<thead>
<tr>
<th></th>
<th>Associated With GS1 Portugal</th>
<th>EDI users in Portugal</th>
<th>Retailers in Portugal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Companies</td>
<td>7,058</td>
<td>2,650</td>
<td>121 (2)</td>
</tr>
<tr>
<td>Total Business Volume</td>
<td>79,873 M€ (1)</td>
<td>65,818 M€ (1)</td>
<td>15,674 M€ (2)</td>
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<tr>
<td>Total TURNOVER in% GDP</td>
<td>Aprox. 48%</td>
<td>Aprox. 40%</td>
<td>Aprox. 10%</td>
</tr>
</tbody>
</table>

(1) Source: COFACE
(2) Source: APED
(3) Source: INE
1. WHERE ARE WE?

National Panorama of EDI - 2012 Acepi Study Highlights

• More than 50% of companies send up to 250 invoices annually

• 83% of companies have a system for issuing invoices and about 67% have a system for receiving

• Approximately 20% has implemented/is implementing an electronic invoice solution

• 60% of companies admit receiving electronic invoices
1. WHERE ARE WE?

What’s the status of GS1 Portugal?

- Weak penetration of eInvoicing (EDI) – only 40/7000 member companies
- PDF format of eInvoicing has a bigger penetration – about 1700/7000 member companies
- Up until now, absence of a clear strategy for eCom
- Up until now, low involvement with national initiatives on eInvoicing
- GS1 Portugal is not a recognized player in eCom
- Solution Provider companies do not actively endorse GS1 Standards for eCom
2. WHAT’S THE VISION?
2. WHAT’S THE VISION?

- Help companies start using electronic documents
- Promote the usage of standards in eCom
- Increase the usage of GS1 EDI Standards (EANCOM and GS1 XML)
- To help Portuguese companies, and above all member companies of GS1 Portugal, to implement GS1 Standards for eCom (GS1 “Ready and Compliant”)
2. WHAT’S THE VISION?

• To reduce the changing/implementation costs for companies

• GS1 Portugal aims to be foreseen as a player and enabler in eCom

• GS1 Portugal aims to be foreseen by the Government and Public Sector has a reference in rules and Standards for eCom
3. WHAT ARE THE MAIN OBSTACULES?
3. WHAT ARE THE MAIN OBSTACLES?

- Weak awareness of GS1 in the local market (Brand Awareness Study 2012), both within the companies and main stakeholders

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Member</th>
<th>Non Member</th>
<th>Large / Very Large</th>
<th>Medium / Small</th>
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<tr>
<td>Product Codification and Identification</td>
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<td>75%</td>
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<td>Bar Codes</td>
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<td>9%</td>
<td>6%</td>
<td>7%</td>
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<tr>
<td>Tracebility</td>
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<td>0%</td>
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<td>0%</td>
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<tr>
<td>e-Invoice</td>
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<td>3%</td>
<td>19%</td>
<td>7%</td>
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<tr>
<td>Quality Certification</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>7%</td>
<td>3%</td>
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</table>
3. WHAT ARE THE MAIN OBSTACLES?

• Proliferation of propriety solutions in the market, which increases the tendency for not using standards

• Absense of a clear commitment from the main Solution Providers for endorsing GS1 Standards in their client portfolio

• The existence of a competing Standard – UBL – which is also known internationally and locally as an alternative to GS1 Standards on eCom
4. WHAT ARE THE RESOURCES?
4. WHAT ARE THE RESOURCES?

- GS1 Standards (global and open)
- The technical Know-how of GS1 (National and International)
- The GS1 Portugal’s team
- Partnership with solution Providers
- Financial capability of GS1 Portugal to sponsor projects
5. WHAT’S THE STRATEGY?
5. WHAT’S THE STRATEGY?

• Be recognized by stakeholders as an interested party

• Technological partnership to help promoting GS1’s Standards usage

• Public Sector endorsement

• Enhance the critical mass of existing members companies and new ones
6. WHAT ARE THE TACTICS?
6. WHAT ARE THE TACTICS?

- Be recognized by stakeholders as an interested party
  - Actively participate in electronic invoice national forums and Workgroups
  - Actively participate in GS1 Workgroups
  - Develop and participate in initiatives to promote our standards

- Technological partnership to help promoting GS1’s Standards usage
  - Memorandum of Understanding with Service Providers to endorse GS1 Standards
  - Engage on partnerships with ERP software houses for GS1 Standards usage
  - Partnership with Service Providers, for GS1 Portugal member companies usage of electronic invoice on commercial relation with GS1 Portugal
6. WHAT ARE THE TACTICS?

- Public Sector endorsement
  - Engage in partnership with Public sector stakeholders
  - Participate in key initiatives or pilot projects
  - Cooperate and promote Public Authorities initiatives

- Enhance the critical mass of existing members companies and new ones
  - Promote access to GS1 Standards for eCom
  - One free GLN key allocation, for every GS1 Portugal member company
  - Electronic documents solution within PME Digital initiative

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Getting GS1® Portugal into “PME Digital”
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• The GS1 Portugal and ACEPI (Portuguese E-Commerce Association) understand that there is a need to create an additional valence to the program

• A new axis appears in the program under the theme of the Electronic Invoice

• GS1 Portugal emerges as the natural partner for Electronic Invoice, contributing with GS1’s standards system and Standards for Business

• Fulfilling it’s mission has a facilitator GS1 Portugal positions itself as catalyzer for the entry of companies into this axis
To accomplish these goals GS1 Portugal understands that it’s necessary to provide a solution that will handle electronic Invoices and other documents.

Given that the focus of this solution is to promote the use of electronic invoices, for more companies in the national panorama, this solution is free for GS1’s Portugal member companies.

Since it is a free solution, in order to maintain the free market competition, GS1 Portugal has decided to establish a maximum number of transacted documents per year.
THE TECHNICAL SOLUTION
THE TECHNICAL SOLUTION

Web Portal Solution for document visualization and creation.
On this website you can Enter the documents directly and view their status.

* Receives/sends data from the ERP and converts to a Standard format

** Receives and Integrates the standardized data in repositories of transmitter and receiver
Step 1: GS1 WEB EDI Portal

- Portal with the objective to provide a solution for receiving and sending documents
- Joining partners via XML or EANCOM
- Meets all legal requirements imposed to the custody and issue of invoices
- Notification of main events
- User friendly and innovative solution
Step 1: GS1 WEB EDI Portal
Step 2: GS1 Connection Module

- Client Solution with the objective of facilitating ERP integration, using standards, to access and send documents to a *middleware* that handles the processing of messages
- Can access any service provider
- Has an API to help integration with new clients
THE CHALLENGE IS HUGE BUT... WE WILL SUCCEED!
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