GS1 Data Excellence

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The need to share data is more pressing than ever before

• Increase efficiency
• Meet regulatory requirements
• Protect the brand and increase consumer trust
• Increase sales
The amount of data available is growing exponentially.
How can we scale data sharing across an industry?
Standards and services are needed
GS1 data sharing initiatives

Data Quality
Foundational initiative to increase quality of data being shared

GDSN
Sharing B2B and B2C data between trading partners

GS1 Source
Sharing B2C data to meet the needs of eCommerce
All together under **ONE** Board

Represents consolidation of GDSN Board and B2C Project Board to oversee:

- GDSN and Global Registry
- GS1 Data Quality
- B2C and GS1 Source

GS1 Data Excellence Board

- Nominating
- Finance
- Certification
- Metrics / KPI

**Focus:** Long term vision / mission for GS1 B2B and B2C initiatives which drives shorter term 1 – 2 year action plans and measures

**Advisory Committees**

(Non Board Chartered Committees)

- B2C (BING)
- DQSC
- GDSN
- Future GEPIR
- Future GLN REGISTRIES
Current Board Members

- John Phillips, PepsiCo - Chair
- Malcolm Bowden – GS1
- Nihat Arkan – 1WorldSync
- Jose Maria Bonmati – GS1 Spain
- Suja Chandrasekaran – Wal*Mart
- Lori Bigler – The J.M. Smucker Co.
- Roman Coba – McCain Foods
- Rafael Florez – GS1 Colombia
- Ghislain Esquerre – Carrefour
- Antonius Kromwijk – Nestlé
- Gary Lynch – GS1 UK
- Maria Palazzolo – GS1 Australia
- Bill Marquardt – Premier Inc.
- Kirby McBride – FSE, Inc
- Sabine Ritter – The Consumer Goods Forum
- Pat Salmonese – GXS
- Antonio Salto – Kraft
- Mike Wehrs – Scanbuy
- Tom Werthwine – Johnson & Johnson
- Greg White – Proctor and Gamble

Next Steps:
- Identify and recruit candidates to fill gaps particularly those with on-line experience
- Undertake one-on-one discussions with identified candidates
- Put forward candidate recommendations to GS1 DE Board for approval
BACKGROUND: Data Quality

NEW REGULATIONS AND GS1 SERVICES MAKE DQ AN IMPERATIVE NOW:

- Food Information Regulation (Retail, EU Regulation 1169)
- Cosmetics Labeling (Retail, EU Regulation 1223/2009)
- Unique Device Identification (Healthcare, US FDA)
- Drug Pedigree Laws (Healthcare, US FDA)
- Food Safety Modernization Act (Retail, US FDA)
- GS1 Source (GS1 B2C Project)
Data Quality Strategy

- Expand the DQ Framework, adapting it to the B2C world, and simplifying it for the broader community. Adapt the DQ framework in an easy to implement "5-point Best Practice Process for Product Data Accuracy".
- Focus on getting the data right to support business use cases. Develop DQ Measures and attribute mapping for prioritized business processes (e.g. NPI, Planograms, EU 1169 FIR, T&L, HC).
- Drive Process improvement for existing product data. Provide access to a collaborative DQ Dashboard for Visibility, Verification, Monitoring, Reporting, and Resolutions based on DQ KPIs.
- Provide on-line DQ tools and training for MO's that are providing consulting services to their members (e.g. Simplified DQ Framework for 5-point Best Practices for Data Accuracy).
- Enable external partners or MO's to offer measurement and data capture services.
Trying to address all Data Quality concerns at once is impossible.

Data Quality issues need to be identified by business process...and then prioritised by Community demand and need.

Clear, robust Business Cases must be developed to support each prioritised need (Core, Category, TM, TP).
## 5-Point Best Practice Process to Improve Product Data Accuracy

1. **Principled Adherence to GS1 Standards**
   - Adhere to Foundational attributes in internal setup: GTIN, UPC, Brand, Net Content, Unit of Measure - The item must change if any of these change.

2. **Strict Item Setup Accountability and Control Mechanisms**
   - Attribute owners are clearly identified and accountable with written control mechanisms documenting validation procedures.

3. **Production Measurement and Communication**
   - Single group and individual accountable for shepherding and gathering item attributes from attribute owners - ensures control mechanisms followed.

4. **All new items are measured off a stable production environment**

5. **Production measurements are communicated internally and externally**

## Three Factors Drive Data Accuracy

1. Principled Adherence to GS1 Standards
2. Strict Item Setup Accountability and Control Mechanisms
3. Production Measurement and Communication

### Pilot Participants

- [Coca-Cola](#)
- [Ahold](#)
- [Walmart](#)
- [Pepperidge Farm](#)
- [P&G](#)
- [Wegmans](#)
- [SMUCKER'S](#)
- [Kroger](#)
Data Quality monitoring pilot

- GS1 Cloud service which actively monitors and reports on the quality and completeness of the data in the GDSN network
- Pilot currently underway with 6 MOs
- If successful, may be deployed as an on-going service
Conclusion

• Data sharing has moved beyond the realm of supply chain and B2B into the world of consumer and regulations
• Standards and services are essential to meeting the challenges of data sharing
• Data is not an IT issue – it impacts the whole business