Best-in-Class and GS1 Digital

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Making GS1 Standards Development Best-in-Class

http://www.gs1.org/gsmp/best_in_class
Best in Class
Standards Development

Objective
Make the GS1 process and standards the best in the world
1. **Relevance**: Some standards developed are not critical to global industry

2. **Participation**: Not enough industry experts at global level, not tracked locally

3. **GSMP Workflow**: Parts the process are implemented inefficiently and/or influenced by outside factors

4. **Neutrality**: Some commercial services are impacting perceptions

5. **Alignment**: GS1’s federated model can inhibit our ability to act uniformly

6. **Adoption**: GS1 does not focus strongly enough on supporting deployment and wide-spread use of existing standards

**High degree of interdependency between challenges**
Nearly 30 recommendations, total
Improvements in 2 areas will help address many of the challenges

1. Stronger proposals for new work

2. More effective coordination of resources
Becoming a Major Player in the Digital World

GTIN on the Web
One motivation for GS1 Digital: Digital will directly or indirectly influence over 80% of US retail growth in next 4 yrs

Retail sales by influence

USD Trillions

CAGR 2011-16 Percent of total 11-16 growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Online sales</th>
<th>Online-influenced offline sales</th>
<th>Offline sales</th>
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<td>2016e</td>
<td>3.8</td>
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</table>

Online sales CAGR: 10.1%
Online-influenced offline sales CAGR: 15%
Offline sales CAGR: 17%

SOURCE: Forrester Research (2011)
Another motivation for GS1 Digital: Manufacturers, retailers, regulators and consumers are demanding increasing amounts of **standard attribute data** for products, need unique identification to hold it all together.
A Story ...

Why these products?

**Gatorade Energy Drinks, Sports Drink, Lemon**

-$47.44$ - ReStockIt

-$56.39$ with est. tax & shipping

**Gatorade Ready-to-Drink Sports Drinks**

**Just Added to Your Cart:**

- **Quaker Foods**
  - Gatorade, 24 oz, 24/CT, Lemon Lime - QKR24120
  - UPC: 05200241204
  - $52.44
  - Free Shipping

- **You Save:** $5.59 (12%)
- **Rewards:** $1.57

**Quantity:** 1
“GTIN on the Web” - the key to empowering the omnichannel the supply / demand chain

Standards for embedding product data within the code of web pages

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