





Video

- American Comedian Stephen Colbert
 - <http://thecolbertreport.cc.com/videos/32fik6/amazon-s-delivery-drones>





Major elements of Omni-Channel Commerce

GS1

October 2014



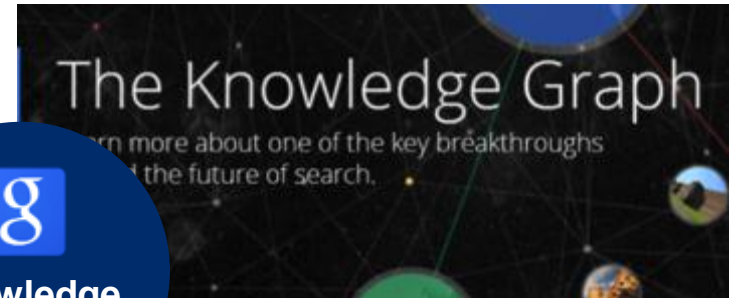
Mapping Human Networks



**Social
Graph**



**Knowledge
Graph**



**Economic
Graph**



**Commerce
Graph**





The Commerce Graph





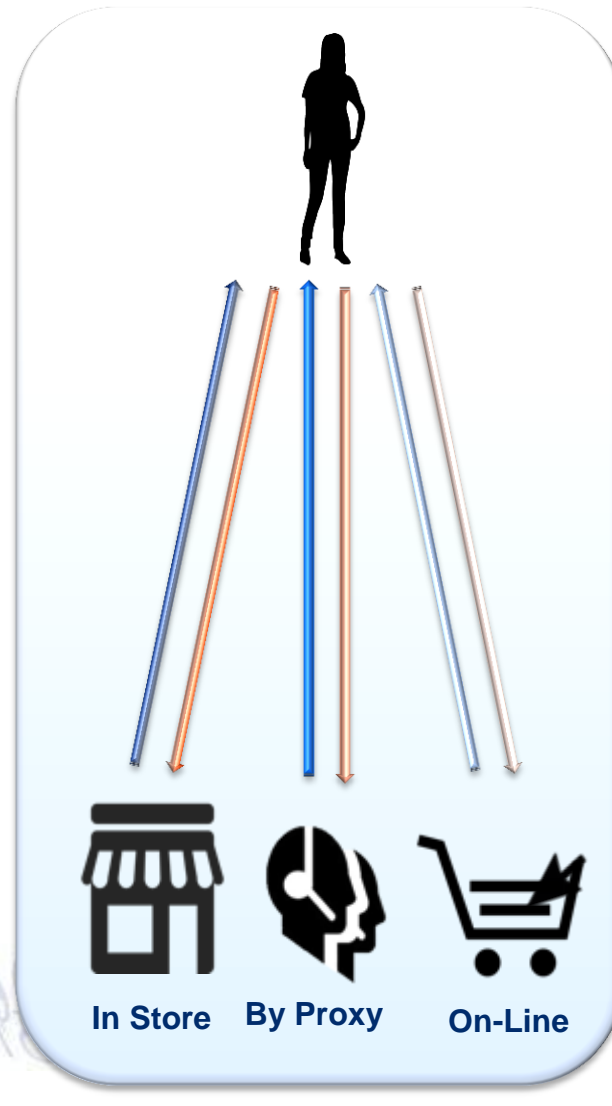
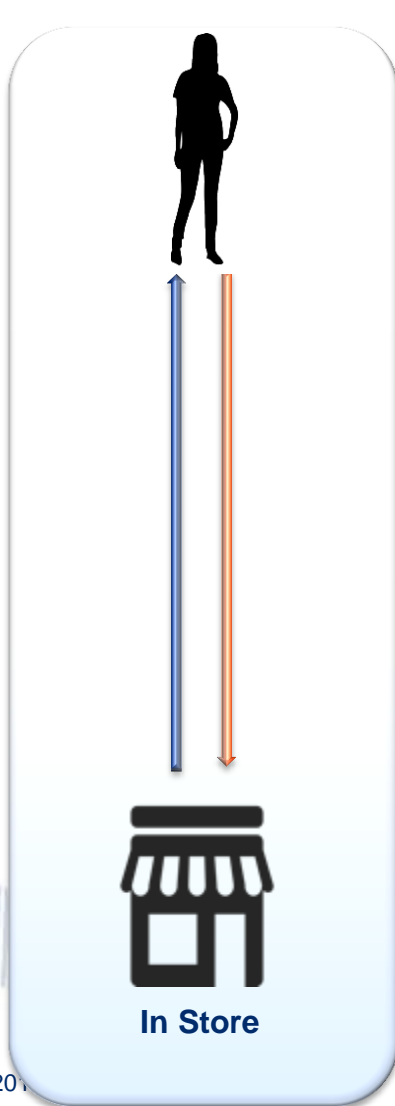
Single Channel

Retail From a Consumer Perspective

Standards Make it Possible

Multi-Channel

Omni-Channel



Providing a **seamless consumer experience** across **physical** and **digital** channels



GS1 Standards are the global language of business—

a language for **identifying**, **capturing**, and **sharing** information automatically and accurately,

so that anyone who wants that information can understand it, no matter who or where they are.



Benefits

BUSINESS

CONSUMER

Sales & Marketing

(Cross) Channel
Optimization

Convenient &
Satisfying
Experience

Search

Product Visibility &
Advertising
Optimization

Accurate Search
Results

Supply Chain

Inventory Accuracy &
Fulfillment
Optimization

Right Product, Right
Place, Right Time

***Increased Loyalty
& Sales***

***Smarter Buying
Decision***



Success: Amazon





Success: clicks & mortar retail





GS1 Standards for E-Commerce





Why do we need global e-commerce standards?

GS1 Standards make it easy for people to discover and purchase products wherever they are so that you can....

Grow the Business

Reduce Costs

Leverage Consumer Insights

Manage Risk





What is your biggest challenge?

Web-Ready Products

Inventory Visibility

Fulfillment Strategy

Business Intelligence

Risk & Compliance

**Grow the
Business**

**Reduce
Costs**

**Leverage
Consumer
Insights**

**Manage
Risk**





How GS1 helps

Better Search Results

Improved Product Information

Greater Inventory Visibility

Smarter Analytics

Fewer Counterfeit Goods

Grow the Business

Reduce Costs

Leverage Consumer Insights

Manage Risk





Collaboration fuels commerce

Collaborate on quality data sharing standards so that you can...

- Keep up with consumers, instead of chasing bad data
- Free resources for turning big data into insights
- Focus on competitive advantage

