GDSN value proposition

Target	1) Retailers 2) Manufacturers
Need	Manufacturer: to share product information with all their retailers Retailer: to get product information from manufacturers Proprietary systems are not good enough.
Offer	The service enables a product manufacturer and its resellers to list, move, store and sell a product on their market. It provides them with an efficient way to exchange information about this product. Like a giant product catalogue.
Benefit	GDSN is cost-efficient, reliable and fast.
Reason Why	• cost-efficient because it eliminates manual processes and leads to less errors • reliable because it uses global standards and universal product attributes • fast because product information is only entered once for all markets