



The Global Language of Business

# GS1 Global Data Model Attribute Analysis Tool User Guide

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# 1 Introduction

## 1.1 What is the GS1 Global Data Model Attribute Analysis Tool?

The GS1 Global Data Model (GDM) Attribute Analysis Tool is a Microsoft Excel spreadsheet designed to provide an easy-to-use mechanism for analysing the attributes used in your local market data model and comparing them to those used in the Global and Regional layers of the Global Data Model. This is a first step in your journey to implement the GDM, providing an initial look at how the attributes used by your company today fit into the GDM.

Your local market data model is the set of attributes (or data fields) that you use to exchange product information with your trading partners. You might use the GS1 Global Data Synchronous Network (GDSN) for this data exchange, but this is not necessary to utilise the tool. The tool can provide valuable analysis regardless of the technology used by your company for data exchange.

## 1.2 What Information Does the GDM Attribute Analysis Tool Provide?

The GDM Attribute Analysis Tool provides two types of outputs:

- The GDM layer (e.g. Global, Regional or Local) for each attribute in your local market data model.
- A list of attributes required at the Global and Regional layers for your specific region of interest and for the product categories which you manufacture or sell, and an indication as to whether each attribute is present in or missing from your local market data model.

## 1.3 Mapping Your Local Market Data Model to BMS Attributes

You will see when you begin to use the spreadsheet that the GDM Attribute Analysis Tool asks you to provide the list of BMS IDs associated with the attributes in your local market data model. This is the GS1 Business Message Standard (BMS) identifier. The BMS attributes form the pool of data items from which the Global Data Model is built. The BMS attributes are used in GDSN-based data exchange but, again, you do not need to utilise GDSN technology to implement the Global Data Model or to use this tool.

However, there are advantages to mapping your local market data model to BMS attributes. The GDM Attribute Analysis Tool can provide you with a list of BMS attributes required by the Global Data Model within your region and for the types of products you manufacture or sell, but a comparison between your local market data model and the Global Data Model must be performed on the basis of the BMS IDs.

To learn more about the GDSN and BMS standards, please contact your local GS1 Member Organisation (MO).

## 1.4 Pre-Requisites for Using the Tool

This document assumes that the reader has had a basic introduction to the Global Data Model.

The tool assumes a basic knowledge of Excel, i.e. moving from tab to tab, scrolling through rows and columns and typing values into cells. Knowledge of using column filters will also be beneficial for viewing only rows that correspond to specific types of results.

## 2 How To Use The Tool

### 2.1 Step 1 – Choose Your Region(s) and Product Categories

#### 2.1.1 How to Select

The Excel spreadsheet will initially open the tab marked “Attribute Analysis – Begin Here”. The first screen will ask you to choose the region(s) and product categories that are applicable to your market.

Select your region and product categories simply by clicking on the boxes next to each item. A check mark will appear next to selected items. Items can be un-selected by clicking on the box again. You may go back and forth while using this tool to select different combinations of regions and product categories – the results data will be instantly recalculated each time you change a selection.

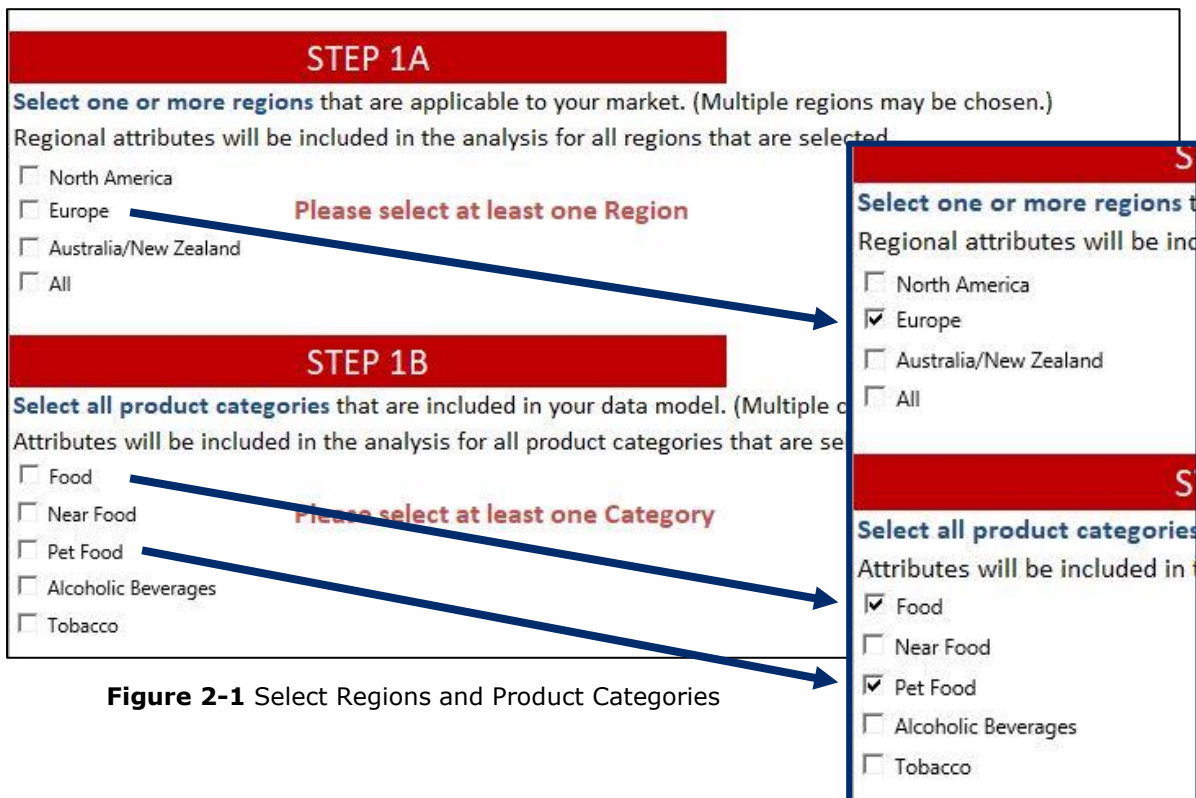


Figure 2-1 Select Regions and Product Categories

#### 2.1.2 What to Select

Your choice of regions and categories depends on the markets you are trying to reach and the products relevant to your business. The following list represents some possible use case scenarios:

1. I am a brand owner, retailer or solution provider:
  - a. Select all regions in which your company conducts business.
  - b. Select product categories that include all products that are sold or purchased by you or your industry partners.
2. I am a GS1 Member Organisation (MO):
  - a. If you are located within one of the three regions specified in the Global Data Model (i.e., North America, Europe or Australia/New Zealand) select the region that corresponds to your market.

- b. If you represent a country outside one of the three GDM regions, select 'All' to benchmark your local market data model against the entire GDM.
- c. Select all product categories that are relevant to your industry members (very likely to cover all the categories).

## 2.2 Step 2- What My Company Uses Today

### 2.2.1 Enter Your Local Market Data Model

Go to the tab labelled “What My Company Uses Today”. This step asks you to populate Column A – “Enter List of BMS IDs” – with the list of BMS IDs that correspond to the attributes in your local market data model.

If you have not yet mapped your local market data model attributes to the BMS attributes, you may skip this step. You will still see useful results in the next section.

Columns B and C are reserved for you to enter company specific attribute identifiers and attribute names. These columns are optional and are provided as an internal reference. They are not utilised by the spreadsheet’s calculations.

A	B	C
Enter My Information		
1. Enter List of BMS IDs (required entry)	2a. Company Specific Attribute Identifier (if applicable)	2b. Company Specific Attribute Name (if applicable)
40	x086	data receiver
56	x413	base unit yes/no
63	x263	recall yes/no
75	x006	brand gln
76	x087	brand address
77	x088	brand name
199	x101	number of children
200	x105	count of all products
202	x107	count of specific products
203	x180	contained item gtin
204	x228	pet food nutrient code
205	x229	pet food nutrient percentage
350	x350	permission level
355	x355	sugar content
1288	x750	sequence of ingredients

**Figure 2-2** Sample Entry of BMS IDs and Company Specific IDs and Names

### 2.2.2 View Standard Attribute Names and Definitions

When the list of BMS IDs is populated, the remaining columns in the sheet are automatically calculated.

Columns E through H provide the attribute names and definitions pulled from both the BMS and the Attribute Definitions for Business (ADB) standards. If you have entered a BMS ID that is not found in these standards, these columns will remain blank. If you have entered local market attribute ids and/or names in columns B and C without entering a corresponding BMS ID in column A, these columns will also remain blank.

E	F	G	H
Information from Business Message Standard (BMS) and Attribute Definitions for Business (ADB)			
<a href="#">Click Here To Expand Text In Cells</a>			
BMS Attribute Name	BMS Attribute Definition	ADB Attribute Name	ADB Attribute Definition
dataRecipient	Party, which is authorized to view, use, download a set of Master Data provided by a Data Source.	Authorised Receiver of Product Information GLN (Global Location Number)	The Global Location Number (GLN) that uniquely identifies the authorised receiver of the product information.
isTradeItemABaseUnit	An indicator identifying the trade item as the base unit level of the trade item hierarchy.	Base Unit Indicator	The indicator that specifies this product does not contain another intended sellable unit.
isTradeItemRecalled	An indicator for the Trade Item to determine if the Manufacturer or Supplier has recalled the product.		
gln	The Global Location Number (GLN) is a structured Identification of a physical location, legal or functional entity within an enterprise. The GLN is the primary party identifier. Each party identified in the trading relationship must have a primary party Identification.	Brand Owner GLN (Global Location Number)	The Global Location Number (GLN) that uniquely identifies the Brand Owner of the product.
partyAddress	The address associated with the party. This could be the full company address.		

**Figure 2-3** Sample Attribute Names and Definitions

Note that the full text of the attribute names and definitions may not be visible if you only populate data in Column A. Click on the button labelled "Click Here to Expand Text in Cells" to fully view the text in these columns.

### 2.2.3 View GDM Layers for Each Product Category

Columns J through N, labelled "Global Data Model Layer Information", contain the GDM layer assigned to each attribute in each of the FMCG (Fast Moving Consumer Goods) product categories – Food, Near Food, Pet Food, Alcoholic Beverages and Tobacco. These results will specify if the attribute is in the Global, Regional or Local layer, based on the region(s) you selected in Step 1, or if it is not assigned to any layer. If the attribute is in the GDM Regional layer, but for a region other than the one you selected, this cell will specify "Other Region". Finally, all attributes in a column will be marked as "Not Selected" if it is for a product category that you did not select in Step 1.

A	J	K	L	M	N
	<b>Global Data Model Layer Information</b>				
<b>1. Enter List of BMS IDs (required entry)</b>	FMCG Food data model layer	FMCG Near Food data model layer	FMCG Pet Food data model layer	FMCG Alcoholic Beverages data model layer	FMCG Tobacco data model layer
40	Global	not selected	Global	not selected	not selected
56	Global	not selected	Global	not selected	not selected
63	Not Assigned	not selected	Not Assigned	not selected	not selected
75	Global	not selected	Global	not selected	not selected
76	Not Assigned	not selected	Not Assigned	not selected	not selected
77	Global	not selected	Global	not selected	not selected
199	Global	not selected	Global	not selected	not selected
200	Global	not selected	Global	not selected	not selected
202	Global	not selected	Global	not selected	not selected
203	Global	not selected	Global	not selected	not selected
204	Not Assigned	not selected	Other Region	not selected	not selected
205	Not Assigned	not selected	Other Region	not selected	not selected
350	Not Assigned	not selected	Not Assigned	not selected	not selected
355	Not Assigned	not selected	Not Assigned	not selected	not selected
424	Not Assigned	not selected	Regional	not selected	not selected
1288	Not Assigned	not selected	Not Assigned	not selected	not selected
1305	Not Assigned	not selected	Not Assigned	not selected	not selected

**Figure 2-4** Sample GDM Layer Information for Each Product Category

Possible values in these columns are:

- **Global** – The attribute is in the Global layer for this product category.
- **Regional** – The attribute is in the Regional layer for this product category for the region you selected.
- **Other Region** – The attribute is in the Regional layer for this product category, but it is not for the region that you selected. This provides an indication that it is used in other regions and may be considered for use in your local market.
- **Local** – The attribute is not in the Global or Regional layer, but it is included in the officially standardised Local layer for another GS1 MO and may be considered for use in your local market.
- **Not Assigned** – The attribute is not assigned to Global, Regional or Local layers for this product category.
  - **NOTE:** BMS IDs that are not found in the Global Data Model are marked as Not Assigned attributes.
- **Not Selected** – If this product category was not selected in Step 1, all attributes in this column will be marked "not selected".



### 2.2.4 Analysis Result – View Summarised GDM Layer for Each of Your Attributes

Column I, labelled “My Result – GDM Layer for My Region and Product Categories”, is calculated by summarising the values in all the selected product categories. In general, it reflects the highest layer value among the selected categories. For example, if the attribute is Global in one product category but Not Assigned in the others, this column will reflect the value as Global. Product categories that have not been selected are ignored in making this calculation.

Once again, these calculations are made based on the regions and product categories that you selected in Step 1.

A	I
	<b>My Result</b>
1. Enter List of BMS IDs (required entry) <input type="text"/>	GDM Layer for My Region and Product Categories <input type="text"/>
40	Global
56	Global
63	Potential Local
75	Global
76	Potential Local
77	Global
199	Global
200	Global
202	Global
203	Global
204	Potential Local
205	Potential Local
350	Potential Local
355	Potential Local
424	Regional
1288	Potential Local
1305	Potential Local

**Figure 2-5** Sample GDM Layer Result for Local Market Attributes

Possible values in this column are:

- **Global** – The attribute is in the Global layer for at least one selected product category.
- **Regional** – The attribute is not in the Global layer, but it is in the Regional layer for the region you selected in at least one selected product category.
- **Potential Local** – For the product categories you selected, the attribute is not in the Global or Regional layer for the region you selected. It is also possible that the attribute 1) is in a Regional layer for a region other than the one you selected, or 2) is in the officially standardised Local layer for another GS1 MO, or 3) is not assigned to any layer at all. The term "Potential

Local" is designed to indicate that although the attribute is not required for your region or product categories, you may still utilise the attribute in your local market if required by local regulation or local business processes.

- **NOTE:** BMS IDs that are not found in the Global Data Model are marked as Potential Local attributes.
- **No Selection** – If no product categories were selected in Step 1, all attributes in this column will be marked "no selection".

### 2.3 Step 3 – My GDM Comparison

In the final step of the analysis, no further data entry is needed. The tab labelled "My GDM Comparison" compares the list of BMS IDs that you have populated in Column A of the "What My Company Uses Today" tab with ALL the attributes in the Global and Regional layers of the Global Data Model, for ALL regions and product categories. This means that some of these attributes will not be required for your local market profile by the GDM, based on the regions and product categories that you have selected. Remember that, although these attributes may not be required for the GDM, they may still be considered for use in your local market data profile.

#### 2.3.1 View BMS IDs and Names for GDM Global and Regional Attributes

Columns A and B of the "My GDM Comparison" tab list the BMS IDs and business friendly names for all attributes included in the Global and Regional layers of the Global Data Model.

A	B
<b>Attributes Included in All Global and Regional Layers and All Product Categories in the GDM</b>	
<b>BMS IDs included in the GDM (DO NOT CHANGE)</b>	<b>Business Friendly Attribute Name</b>
144	Product Information Effective Date/Time
161	Global Product Category Code
199	Number of Different Products
200	Total Count of All Products
202	Count of Each Specific Product
203	GTIN (Global Trade Item Number) of the Contained Product
204	Animal Nutrient Code
205	Animal Nutrient Target Percentage
206	Animal Nutrient Maximum Percentage
207	Animal Nutrient Minimum Percentage
208	Animal Nutrient Quantity
273	Sun Protection Factor (SPF)
352	Alcohol Percentage
357	Vintage
370	Allergen Statement
373	Allergen Declarations Indicator
375	Allergen Type Code
376	Allergen Containment Code
386	Nutritional/Health Claim Description
388	Pet Food or Animal Feed Type Code

**Figure 2-6** Sample GDM Attribute BMS IDs and Names

### 2.3.2 View GDM Layers for Each Product Category

Columns F through J, labelled “Global Data Model Layer Information”, contain the GDM layer assigned to each attribute in each of the FMCG (Fast Moving Consumer Goods) product categories – Food, Near Food, Pet Food, Alcoholic Beverages and Tobacco. These results will specify if the attribute is in the Global, Regional or Local layer, based on the region(s) you selected in Step 1, or if it is not assigned to any layer. If the attribute is in the GDM Regional layer, but for a region other than the one you selected, this cell will specify “Other Region”. Finally, all attributes in a column will be marked as “Not Selected” if it is for a product category that you did not select in Step 1.

A	F	G	H	I	J
Attributes I	Global Data Model Layer Information				
	FMCG Food data model layer	FMCG Near Food data model layer	FMCG Pet Food data model layer	FMCG Alcoholic Beverages data model layer	FMCG Tobacco data model layer
BMS IDs included in the GDM (DO NOT CHANGE)					
144	Global	not selected	Global	not selected	not selected
161	Global	not selected	Global	not selected	not selected
199	Global	not selected	Global	not selected	not selected
200	Global	not selected	Global	not selected	not selected
202	Global	not selected	Global	not selected	not selected
203	Global	not selected	Global	not selected	not selected
204	Not Assigned	not selected	Other Region	not selected	not selected
205	Not Assigned	not selected	Other Region	not selected	not selected
206	Not Assigned	not selected	Other Region	not selected	not selected
207	Not Assigned	not selected	Other Region	not selected	not selected
208	Not Assigned	not selected	Other Region	not selected	not selected
273	Not Assigned	not selected	Not Assigned	not selected	not selected
352	Global	not selected	Not Assigned	not selected	not selected
357	Not Assigned	not selected	Not Assigned	not selected	not selected
370	Other Region	not selected	Not Assigned	not selected	not selected
373	Other Region	not selected	Not Assigned	not selected	not selected
375	Global	not selected	Not Assigned	not selected	not selected
376	Global	not selected	Not Assigned	not selected	not selected
386	Not Assigned	not selected	Regional	not selected	not selected
388	Not Assigned	not selected	Regional	not selected	not selected

**Figure 2-7** Sample GDM Layer Information for Each Product Category

**Note:** the data in these columns is calculated in the same way as in the “What My Company Uses Today” tab. See the column value descriptions in Section 2.2.3.

### 2.3.3 Analysis Result – View Comparison of GDM Attributes to Your Local Market Data Model

Column E, labelled “My GDM Comparison Results – GDM Layer for My Region and Product Categories”, is calculated by summarising the values in all the selected product categories. In general, it reflects the highest layer value among the selected categories. For example, if the attribute is Global in one product category but Not Assigned in the others, this column will reflect the value as Global. Product categories that have not been selected are ignored in making this calculation.

Possible values include Global, Regional, Potential Local and No Selection (if no product categories were selected in Step 1). **Note:** the data in this column is calculated in the same way as in the “What My Company Uses Today” tab. See the column value descriptions in Section 2.2.4.

**Column C, labelled “My GDM Comparison Results – Global/Regional Attribute Available in Local Market Model?”, is the primary analysis result provided by the GDM Attribute Analysis Tool.** It is calculated by comparing the GDM layer indicated in Column E (i.e. Global, Regional, Potential Local) with the list of attributes provided in Column A in the “What My Company Uses Today” tab, to determine whether that attribute is needed in the GDM based on the region and product categories you selected in Step 1 and, if so, whether that attribute is present in or missing from the local market data model that you populated in Step 2.

A	C	E
<b>Attributes I</b>	<b>My GDM Comparison Results</b>	
<b>BMS IDs included in the GDM (DO NOT CHANGE)</b>	<b>Global/Regional Attribute Available in Local Market Model?</b>	<b>GDM Layer for My Region and Product Categories</b>
144	Global/Regional: Missing from Market Model	Global
161	Global/Regional: Missing from Market Model	Global
199	Global/Regional: Included in Market Model	Global
200	Global/Regional: Included in Market Model	Global
202	Global/Regional: Included in Market Model	Global
203	Global/Regional: Included in Market Model	Global
204	Potential Local: Included in Market Model	Potential Local
205	Potential Local: Included in Market Model	Potential Local
206	Potential Local: Not in Market Model	Potential Local
207	Potential Local: Not in Market Model	Potential Local
208	Potential Local: Not in Market Model	Potential Local
273	Potential Local: Not in Market Model	Potential Local
352	Global/Regional: Missing from Market Model	Global
357	Potential Local: Not in Market Model	Potential Local
370	Potential Local: Not in Market Model	Potential Local
373	Potential Local: Not in Market Model	Potential Local
375	Global/Regional: Missing from Market Model	Global
376	Global/Regional: Missing from Market Model	Global
386	Global/Regional: Missing from Market Model	Regional
388	Global/Regional: Missing from Market Model	Regional

**Figure 2-8** Sample GDM Analysis Results

Possible values in Column C include:

- **Global/Regional: Missing from Market Model** – The attribute is in the Global or Regional layer for at least one selected product category, and is not included in the list of BMS IDs populated in Column A of the “What My Company Uses Today” tab.

- **Note:** A Global or Regional attribute may be either mandatory or conditionally mandatory, based on a number of conditions (e.g., product type, packaging hierarchy, local regulations, etc.). Refer to each specific GDM product category tab to view the detailed Mandatory/Conditional characteristics for an attribute.
- **Important!** The “Global/Regional: Missing from Market Model” designation is key to identifying gaps in a local market model that are required to achieve full compliance with the Global Data Model. Although there may be circumstances where a Global or Regional attribute is not actively used in your local market, all Global and Regional attributes (for the region in which your market is located) must be accepted when provided in data exchange, even if the receiving entity does not currently utilise the attributes in its business processes. Likewise, manufacturers must be prepared to supply values for all Global and Regional attributes applicable to the target market.
- **Global/Regional: Included in Market Model** – The attribute is in the Global or Regional layer for at least one selected product category, and is included in the list of BMS IDs populated in Column A of the “What My Company Uses Today” tab.
- **Potential Local: Included in Market Model** – For the product categories you selected, the attribute is not in the Global or Regional layer for the region you selected, but it is already included in your local data model. It is also possible that the attribute 1) is in a Regional layer for a region other than the one you selected, or 2) is in the officially standardised Local layer for another GS1 MO, or 3) is not assigned to any layer at all. The term "Potential Local" is designed to indicate that although the attribute is not required for your region or product categories, you may still utilise the attribute in your local market if required by local regulation or local business processes.
- **Potential Local: Not Included in Market Model** – For the product categories you selected, the attribute is not in the Global or Regional layer for the region you selected, and it is *not* included in your local data model. It is also possible that the attribute 1) is in a Regional layer for a region other than the one you selected, or 2) is in the officially standardised Local layer for another GS1 MO, or 3) is not assigned to any layer at all. The term "Potential Local" is designed to indicate that although the attribute is not required for your region or product categories, you may still utilise the attribute in your local market if required by local regulation or local business processes.
- **No Selection** – If no product categories were selected in Step 1, all attributes in this column will be marked "no selection".

### 2.3.4 What if I Didn't Map My Attributes to BMS IDs in Step 2?

The GDM Attribute Analysis Tool can still provide valuable insight even if you have not yet mapped your local market data profile to BMS attributes via the BMS IDs. Column C, labelled “My GDM Comparison Results – Global/Regional Attribute Available in Local Market Model?”, will still indicate whether each attribute is required (i.e. in the Global or Regional layer) or potentially local for the region(s) and product categories that you selected, however they will all appear to be “missing from” or “not in” your market model. The “Global/Regional” attributes effectively give you a list of the attributes that you need to begin your internal analysis of the data that must be made available to implement the Global Data Model.

A	C	E
Attributes I	My GDM Comparison Results	
BMS IDs included in the GDM (DO NOT CHANGE) ▾	Global/Regional Attribute Available in Local Market Model? ▾	GDM Layer for My Region and Product Categories ▾
144	Global/Regional: Missing from Market Model	Global
161	Global/Regional: Missing from Market Model	Global
199	Global/Regional: Missing from Market Model	Global
200	Global/Regional: Missing from Market Model	Global
202	Global/Regional: Missing from Market Model	Global
203	Global/Regional: Missing from Market Model	Global
204	Potential Local: Not in Market Model	Potential Local
205	Potential Local: Not in Market Model	Potential Local
206	Potential Local: Not in Market Model	Potential Local
207	Potential Local: Not in Market Model	Potential Local
208	Potential Local: Not in Market Model	Potential Local
273	Potential Local: Not in Market Model	Potential Local
352	Global/Regional: Missing from Market Model	Global
357	Potential Local: Not in Market Model	Potential Local
370	Potential Local: Not in Market Model	Potential Local
373	Potential Local: Not in Market Model	Potential Local
375	Global/Regional: Missing from Market Model	Global
376	Global/Regional: Missing from Market Model	Global
386	Global/Regional: Missing from Market Model	Regional
388	Global/Regional: Missing from Market Model	Regional

**Figure 2-9** Sample GDM Analysis Results When No Local Market Model is Provided

Note that the above figure includes the same list of attributes as the view of these columns in the previous section. However, in this example, no entries were made in Column A of the “What Does My Company Use Today” tab. As a result, attributes that were marked “Global/Regional: Included in Market Model” are instead marked “Global/Regional: Missing from Market Model”. Similarly, attributes that were previously marked “Potential Local: Included in Market Model” are instead marked “Potential Local: Not in Market Model”. These values are instantly recalculated as BMS IDs are added to Column A of the “What Does My Company Use Today” tab.

## 3 I've Completed the Analysis – Now What?

The GS1 Global Data Model web page (<https://www.gs1.org/standards/gs1-global-data-model>) provides access to a range of content for continuing the journey through preparation and implementation of the GDM, including the GDM standard spreadsheet and documentation, analysis tools, training and deployment kit.

### 3.1 For Industry Users

Now that you have completed the attribute analysis, you should understand how your organisation uses attributes currently as compared with GDM and whether any additional attributes are needed.

Please email your completed Attribute Analysis file to the GS1 GDM team at [globaldatamodel@gs1.org](mailto:globaldatamodel@gs1.org). We will share the results with your local GS1 Member Organisation (MO).

Next, communicate the results internally and with your trading partner(s). This information will inform the development of your company's implementation plan, including a timeline for the use and exchange of any GDM attributes NOT currently used.

### 3.2 For GS1 Member Organisations (MOs)

As the Global Data Model continues to evolve and strives to encompass local data layers from around the globe, we encourage our GS1 Member Organisations to send their completed Attribute Analysis Tool spreadsheets to us at [globaldatamodel@gs1.org](mailto:globaldatamodel@gs1.org). This information allows GS1 Global Office to continually improve our analysis of attribute usage in all countries and regions.

Further, for MOs that are ready to move forward in standardising their local data model, please contact [GSMP@gs1.org](mailto:GSMP@gs1.org) to stand up your GDM Local Group. The role of the local group is to establish and maintain the local layer attributes in accordance with the Global Standards Management Process (GSMP). Your email alerts GS1 Global Office to begin supporting your group with available technologies, resources and consulting services.