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## Striving to offer a truly best-in-class user experience

### Update on GSMP Engage and GSMP Enrol

In previous editions of this newsletter, we have shared details of the three-part programme to transform the GS1 Global Standards Management Process (GSMP).

We call this programme **GSMP DELIVERS**.

Part one, GSMP InSight, is a website where the GS1 global community can now view work group progress and status reports at executive, management and project levels. With this phase of our transformation now implemented, we have delivered on our promise of offering complete transparency and visibility.

Parts two and three are called **GSMP Engage** and **GSMP Enrol**. They are both focused on developing a "best-in-class" user experience.

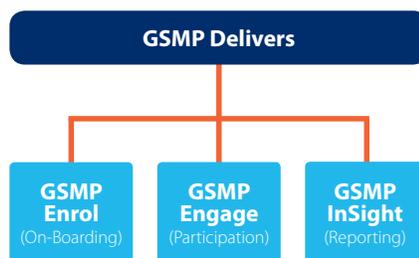


### GSMP Enrol will improve on-boarding services:

New member welcome and mentor programme - Easier group enrolment process

### GSMP Engage will enhance work group interaction through:

New collaborative tools, enabling a truly global dialogue - Simpler documentation



The three parts of the GSMP Delivers Programme

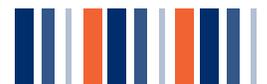
The recently-formed Engage & Enrol Teams will virtually meet three or four times this year to help identify challenges and confirm improvement proposals.

Visit **GSMP InSight** at:

[www.gs1.org/gsmpp/insight](http://www.gs1.org/gsmpp/insight)

Questions? Contact **Michael Sarachman** at:

[michael.sarachman@gs1.org](mailto:michael.sarachman@gs1.org)



# GSMP Delivers

## Meet Steve Bratt

### *Driving GS1 toward a best-in-class standards development process*

In December 2012, Steve Bratt joined the GS1 Global Organisation as Chief Technology Officer and President, Standards Development, reporting to GS1 President and CEO Miguel Lopera. In addition to these functions, Steve is responsible for IT services for the global organisation and serves as the site manager for GS1 Global Office team based in Princeton, New Jersey.

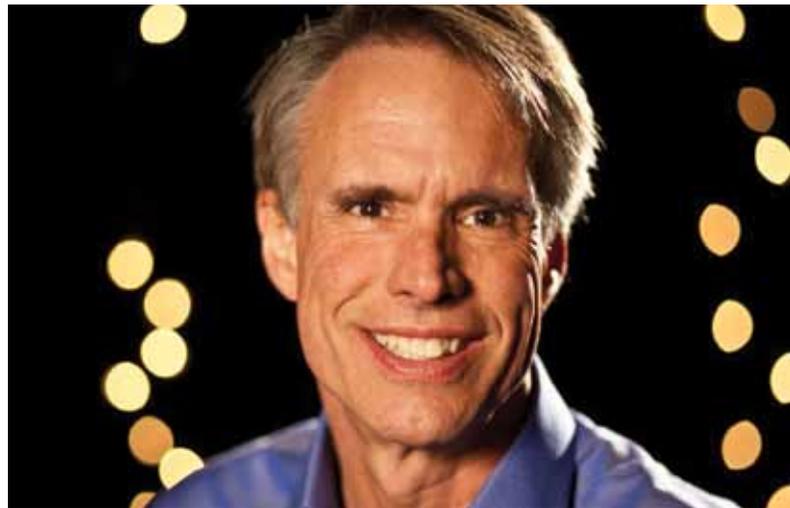
Steve brings to GS1 a wealth of experience in standards organisations, and in particular nearly nine years as CEO of the W3C, the World Wide Web Consortium. W3C is the global standards organisation devoted to collaboratively developing the technologies that make the Web work, including HTML5, XML, CSS, and more.

Steve Bratt is GS1's new Chief Technology Officer and President, Standards Development

Based at the Massachusetts Institute of Technology (MIT), Steve came to know GS1 through his interactions with MIT Professor Sanja Sarma, and consultant Ken Traub, both of whom are based in the Boston area and both of whom have been instrumental in GS1 standards development.

*"After my time with the W3C, I'm extremely happy to be working with another global, consensus-driven and collaborative community of people like GS1," Steve told us, adding "My role at W3C allowed me to interact with many of the key implementers and content providers of the Web, such as Apple, Oracle, IBM, Google, Disney, eBay, Sony, SAP, Vodafone and more. I hope to use these connections to bring the GS1 world even closer to the Internet world."*

"I want to encourage increased participation in the GSMP. I want to see the best people with the best ideas working within our standards process."



As GS1's first ever Chief Technology Officer, Steve is tasked among other

**Steve Bratt**  
GS1 Chief Technology Officer & President,  
Standards Development

missions with keeping a close eye on changes and evolutions in technology and how they could impact GS1's work – and how GS1 standards could bring business value to users using these new forms of technology.

Of course, one of Steve's biggest day-to-day jobs will be helping GS1 achieve its goal of having a best-in-class process for standards development.

*"I want to encourage increased participation in the GSMP," Steve said, "I want to see the best people with the best ideas working within our standards process. To do that, we must be even more engaging, more efficient and working to standardise relevant technologies that make the world a better place."*

Steve is looking forward to meeting and working with the GS1 Community.



# GSMP Delivers

## Now Available: Updated version of GS1 General Specifications

### Meeting the growing needs of our members

The GS1 General Specifications is the core standards document describing how barcodes and identification keys should be used to comply with GS1 AIDC Standards.

GS1 has recently published version 13 of these General Specifications, featuring a wide variety of updates that help our System of Standards better meet the needs of our users, including:

- The **GS1 National Healthcare Reimbursement Number (NHRN)**, a new GS1 Application Identifier that helps address business needs in the healthcare sector
- **Patient & Caregiver Identification standards** to help identify the different parties engaged in the delivery of healthcare services and in doing so help provide greater patient safety
- The **GS1 Global Coupon Number (GCN)** which facilitates identification of a digital coupon and meets the needs of a growing number of applications enabling consumers to receive and redeem coupons electronically, making that process quicker and safer for shoppers and more cost-effective for brands and retailers
- **Multiple Bar Code Management Practices for Retail and Healthcare** with provide guidance for general retail and healthcare point of sale / point of care for how to manage a situation where multiple bar codes are encountered

"I am glad to see publication of this important update for the GSRN, a ID key introduced over 10 years ago. With the collaborative work undertaken in the GSMP, we now have a solid solution to capture service recipients, such as a subject of care, and service providers, such as a nurse or a medical doctor, in the care processes. By leveraging the user's experience, we have introduced the Service Relation Instance Number (SRIN), which will add additional security in care processes. This revision of the GSRN adds major functionalities to the GS1 system of standards in order to answer specific requirements of healthcare. Now, it is time to implement!"

**Christian Lovis, MD**

MPH University Hospitals of Geneva

"The new standards for digital coupons – which in Belgium and Luxembourg will be implemented for paper coupons as well (120 million coupons a year) – represent potentially huge savings for coupon issuers and retailers. By enabling consumers to receive and redeem coupons electronically, it makes the coupon redemption process quicker and more secure."

**Jan Somers**

CEO, GS1 Belgium & Luxembourg

- Updates and improved clarity for **GS1 Bar Code Conformance standards**, including the GS1 Bar Code Verification Template based upon real world application of our standards and a new Verification Template to support the growing use of GS1's 2D symbologies
- **Packaging Components ID (PCID)**, which provide a means for the manufacturer, via the GTIN and its attributes, to ensure the proper association of packaging components (ex: label with allergen warnings) and the finished consumer trade item

"The new standards and guidelines will help us as GS1 community and family to behave like one global organisation and ensure we can have a globally consistent Bar Code Conformance Program in all GS1 Member Organisations."

**Elzbieta Halas**

CEO, GS1 Poland

Many other work requests submitted by users have also been processed and are part of this most recent set of GS1 General Specifications.

**Get your copy of v13 of the GS1 General Specifications by contacting your local GS1 Member Organisation**

[www.gs1.org/contact](http://www.gs1.org/contact)



# Ratifications, Improvements, Updates

## GS1 Trusted Source of Data (TSD) 1.0 Standard ratified

*New standard provides foundation for GS1 Source framework*

### New GS1 Standard

The GS1 Trusted Source of Data (TSD) 1.0 Standard was ratified in December 2012.

This new GS1 Standard contains two main components:

1. A standard data model focusing on basic and nutritional product information, but with the flexibility to easily add additional information in the future
2. Messaging standards to allow data aggregators to communicate with each other via an "index" that will show which aggregator holds trusted information for a given product

The standard will be used to develop the GS1 Source, a framework to support the communication of authentic and accurate product data by brand owners to consumers/shoppers, retailers, internet applications and governments using internet and mobile devices.

When implemented, the GS1 Source framework will provide a way for brand owners to flow product information into the digital world. It is a single point of contact for companies to share their product information in digital format.

Similarly, application developers will be able to use that product information more easily. GS1 Source will provide them with a single source of product data for their web and mobile applications.

### Access the GS1 Trusted Source of Data 1.0 Standard

[www.gs1.org/gsm/kc/b2c](http://www.gs1.org/gsm/kc/b2c)

**For questions, please contact Cameron Green at:**

[cameron.green@gs1.org](mailto:cameron.green@gs1.org)

### Work on phase 2 to start soon

As data aggregators start to implement this new standard, the GS1 Source Mission-Specific Working Group will begin Phase 2 work, focused on ensuring that GS1 Source standards meet the demands of the European Union Food Information Regulation (FIR), which in 2014 will require that a significant amount of food information be available to consumers before they purchase food products online.

### Benefits for brand owners

- Better brand protection, especially since the brand experience and the "moment of truth" when a consumer makes a purchase decision are increasingly happening online
- Increased sales thanks to better product information
- Improved shopping experience by helping shoppers make informed decisions
- A more simple, efficient and scalable connection to the omnichannel digital world

### Benefits for application developers

- Optimised experience for users, because product data in apps is accurate and complete
- Increased operational efficiency by having good quality data to integrate into apps
- For developers involved in eCommerce, compliance with European Union (EU) Food Information Regulation with regard to online sales



# Ratifications, Improvements, Updates

## Collaborative Packaging Artwork Standard ratified

*New standard for sharing artwork between brands and graphic design studios*

### New GS1 Standard

The Collaborative Packaging Artwork Standard was ratified in December 2012.

This new GS1 Standard contains two main components:

1. Business Message Standards for Artwork Content and Response, which define a standard format for packaging artwork content, and a standard message flow whereby packaging artwork content is shared and communicated
2. Artwork Content Validation Rules related to these two messages

This new standard defines a process to allow brand owners and graphic design studios to collaborate smoothly, efficiently and clearly on the images, logos, barcodes and texts featured on the outside of consumer goods.

As the packaging for a product is created, refined, approved and printed, manufacturers and their art studios, print shops and other outside suppliers exchange a great deal of information. Standardising these complex exchanges offers a way to reduce the time and cost of this process while increasing quality and accuracy.

**Access the Collaborative Packaging Artwork Standard:**  
[www.gs1.org/request-packaging-artwork-standard](http://www.gs1.org/request-packaging-artwork-standard)  
**For questions, please contact Coen Janssen,**  
[coen.janssen@gs1.org](mailto:coen.janssen@gs1.org)

### Main benefits for brand owners

Packaging artwork is a key form of consumer communication. It is estimated that 70% of purchase decisions are now made at the store shelf. Getting packaging artwork right is critical. This standard creates the means to reduce the time and cost of creating artwork, while increasing quality and accuracy.

### Main benefits for artwork suppliers

By ensuring that requests from their customers (and feedback sent back to them) are as clear as possible, studios and print shops will see increased efficiency, faster project speeds, improved quality and more satisfied customers.

*Brand owners and graphic design studios can create product packaging more smoothly, efficiently and clearly.*



# Ratifications, Improvements, Updates

## Object Naming Services (ONS) Standard ratified

*GS1 MOs and other companies can define and deploy certain services*

**Expanded  
GS1 Standard**

The Object Naming Service (ONS) Standard was ratified in December 2012.

This standard is in fact an expansion of the previous EPCglobal Object Naming Service standard. It enables federation beyond the confines of its current single node at onsepc.com. It also includes support for bar codes and flexibility in defining services discoverable through ONS.

ONS enables services that let users find product data and check product authenticity

The new ONS Standard allows GS1 Member Organisations (MOs) and other interested companies to dynamically define services of their own that can be deployed globally, without having to go through the standards development process for each and every service.

For example, ONS enables discovery of mobile commerce data for those interested in providing information to the consumer at point of purchase and it enables anti-counterfeiting by providing a direct connection to the brand owner for verification of authenticity.

**Download the latest ONS standard at:**

[www.gs1.org/gsmc/kc/epcglobal/ons](http://www.gs1.org/gsmc/kc/epcglobal/ons)

**Questions about ONS? Contact Mark Frey:**

[mark.frey@gs1.org](mailto:mark.frey@gs1.org)



## New GPC Standard published

*New content soon to be implemented into GDSN*

**Updated  
GS1 Standard**

A new version of the Global Product Classification (GPC) Standard was published in December 2012 and will soon be implemented into the GS1 Global Data Synchronisation Network.

This implementation of GPC brings valuable new content, such as Bricks to expand classification in beer, packaged water, after-sun care, soup additives, sauces and condiments, camping, origin of wine, alcoholic beverages/pre-mixed drinks, herbal snuff tobacco, cleaning and hygiene, electronics, and alternate meat/poultry species.

**Access the GPC December 2012 Publication:**

[www.gs1.org/gsmc/kc/gpc](http://www.gs1.org/gsmc/kc/gpc)

**For more information, contact Mike Mowad:**

[michael.mowad@gs1.org](mailto:michael.mowad@gs1.org)





## Ratifications, Improvements, Updates

### **Completely re-developed Global Data Dictionary available**

*Now a true repository of all GS1 Standard data elements*

The GS1 Global Data Dictionary (GDD) is a repository of the data elements defined across all GS1 Standards, and also contains the GS1 Glossary of Terms. The GDD has recently been entirely re-developed.

The new GDD features improvements in navigation, search capability, reporting, downloadable code lists and support for Validation Rules and Context to be used in the new release of GDSN.

It was designed to facilitate implementation of the most recent major releases of both eCom and GDSN, and also contains messages and data element definitions for TSD 1.0 (Trusted Source of Data standard for GS1 Source) and EPCIS 1.0.1 (EPC Information Services).

The tool was developed on a flexible and easily extensible platform, so new functions can be added as user requirements evolve. Similarly, other GS1 standards can be easily supported in the future, making the GDD a true repository of all the data elements defined across all GS1 Standards.



**See for yourself! Visit the all-new GDD at**

<http://gdd.gs1.org>

**Questions or comments? Contact Ewa Iwicka at**

[ewa.iwicka@gs1.org](mailto:ewa.iwicka@gs1.org)



# Ratifications, Improvements, Updates



## Product Recall incorporated into GS1 Global Traceability Standard (GTS)

*Updated standard provides a way to process a recall from start to finish*

### Expanded GS1 Standard

Around the world, a wide range of businesses, end users and authorities are establishing systems to track and trace products at various points of the supply chain.

Consumer safety is at the heart of the matter. Producers and manufacturers want to ensure the safety of consumers who consume or use their products.

## Product Recall is a key aspect of traceability programmes

Product Recall is a key aspect of traceability programmes. If a problem is found and there is a need to conduct a recall, only an efficient and effective process can help ensure consumer safety.

GS1 has recently updated the GS1 Global Traceability Standard (GTS) with a six-step Product Recall process, which completes the relationship between the basic traceability process and the Business Message Standards.

Thanks to this update, users of the GTS can now process a recall from initiation to closeout.

**Download the GS1 Global Traceability Standard at:**

[www.gs1.org/gsm/kc/traceability](http://www.gs1.org/gsm/kc/traceability) or contact John Ryu at: [john.ryu@gs1.org](mailto:john.ryu@gs1.org)

## Bar Code Verification Guidelines published

*Updates clarify GS1 Bar Code Conformance standards*

Poor quality bar codes cost time and money. Indeed, recent studies undertaken by GS1 Member Organisations in Spain, Sweden, France and the Czech Republic have revealed measurable losses of efficiency, speed and focus when retail and supermarket checkout employees must struggle with unreadable bar codes.



This is why GS1 has been working to provide a common approach to bar code testing around the world.

Our work has resulted in consolidated and more clearly explained GS1 Bar Code Conformance Standards, including a new GS1 Bar Code Verification Template developed with concrete input from real world applications of our standards.

## A common approach to bar code testing around the world

A specific Verification Template was created to support the growing use of GS1 2D bar codes symbologies such as GS1 DataMatrix and GS1 QR Code.

The team behind this is now turning its attention to the next steps, such as analysing bar code standards against new scanning technology and determining the best way to accredit conformance testing programs.

The new GS1 Bar Code Conformance standards are part of the latest update to the GS1 General Specifications, published in January 2013.

**Get the latest GS1 General Specifications from your local GS1 Member Organisation:**

[www.gs1.org/contact](http://www.gs1.org/contact)



# Ratifications, Improvements, Updates

## BarCode/EPC interoperability pilot completed

*Defined tool enabling seamless use of GS1 data carriers with GS1 data sharing technology*

"The undivided nature of GS1 identification keys and the divided nature of EPC identifiers are an impediment to full interoperability of GS1 BarCodes and GS1 EPC/RFID."

This "problem statement" was the foundation of an effort to determine a universal and simple solution, and in December 2012, we successfully finished a pilot project that identified a functional and cost-efficient way to manage this issue.

It all began in 2010 when a GSMP Mission-Specific Working Group was established. In July 2010, the group issued a comprehensive set of business requirements.

Some of these requirements called for guidelines to help end users and solution providers design systems that overcome the challenge of using various data carriers (bar codes and RFID) with various electronic communications technologies (EDI and EPCIS) to achieve the greatest degree of interoperability possible. In order to address these requirements, GS1 published its "RFID Bar Code Interoperability Guideline" in September 2012.

The pilot proved that the proposed solution worked and responded to user needs



The work across 2010–2012 revealed that the GS1 user community needed a tool enabling the seamless use of any of the GS1 standard data carriers with any of the GS1 standard data sharing technologies. Common requirements included the need to automatically translate GS1 keys read from a bar code into standard RFID formats, or to use EPCIS on the basis of standard GS1 bar codes.

The members of the group that developed the guideline were invited to voluntarily contribute to the development of such a tool. A core team comprising some 20 representatives of end users, solution providers, GS1 MOs and GO staff kicked off the project in August 2012.

A pilot to prove the concept was run using real data from 10 GS1 Member Organisations. The pilot successfully demonstrated that the conceptual solution that was elaborated was functional, responded to user needs and could be rolled out at minimal cost and in a short time frame.

Global implementation is now underway, and we will begin to actively promote adoption in the second half of 2013.

**Read the BarCode/EPC Interoperability Solution Pilot Report:** [www.gs1.org/gcp\\_length](http://www.gs1.org/gcp_length)

**Read the RFID BarCode Interoperability Guidelines:** [www.gs1.org/BC-EPC-guidelines](http://www.gs1.org/BC-EPC-guidelines)

**Questions? Contact Michael Sarachman at:** [michael.sarachman@gs1.org](mailto:michael.sarachman@gs1.org)



# Moving Forward, Making Progress

## Progress continues on Healthcare “Level Below the Each”

### *Enabling a more precise level of identification*

The lowest level of packaging currently supported by GS1 Identification is traditionally referred to as the “each” level. However, some supply chains demand a level of packaging and identification more precise than this “each.”



In Healthcare, for example, lower levels of packaging exist that require identification, such as a single-packed catheter or the individual blister cell from a multi-cell blister card that might be used in scanning at the bedside or in the operating theatre.

The goal:  
a ratified standard by June 2013

The GS1 Level Below The Each Mission-Specific Working Group is in the final stages of updating the GS1 Healthcare GTIN Allocation Rules document to provide clear and consistent guidance on “Level Below the Each” identification and marking for use across the spectrum of GS1 Healthcare sector solutions. Their goal is to complete these updates and have a ratified standard by the end of June 2013.

**Interested? Join the MSWG! We hold teleconference meetings the 2nd and 4th Thursdays of the month. Contact Mike Mowad at [michael.mowad@gs1.org](mailto:michael.mowad@gs1.org)**

## GS1 Global Office GEPIR Hosting Services benefits from technology upgrade

### *More flexible, secure and stable*

The GS1 Global Office GEPIR Hosting Services infrastructure has recently been upgraded. GS1 GEPIR, the Global Electronic Party Information Registry, is an Internet-based service that gives access to basic contact details for over one million companies that use GS1’s globally unique numbering system.

In December 2012, the GS1 Global Office GEPIR Hosting Services were successfully migrated to a more robust hosting environment. The computer systems used to operate the services have been upgraded to the latest technology. As a result of these enhancements, there is now a disaster recovery site in case of a catastrophic failure.



The new infrastructure adds additional flexibility, security, and stability, to further improve the Member Organisation and end user experience of GEPIR.

**For more information on GEPIR, visit the GEPIR Website: <http://gepir.gs1.org> or contact Sean Lockhead at [sean.lockhead@gs1.org](mailto:sean.lockhead@gs1.org)**



# Moving Forward, Making Progress

## GEPIR Conformance Program moving forward

### Requirements finalised



GS1 GEPIR, the Global Electronic Party Information Registry, provides basic contact details for over one million companies that use GS1's unique numbering system.

One of the key areas of the GEPIR strategy has been to improve the quality of the data communicated in the GEPIR Network. The GEPIR Technical Development Team has finalised the requirements for the GEPIR Conformance Program.

Objective:  
Improve the quality of data shared

These requirements are now being used to define the program. Additional processes for implementing this conformance program are also being developed. Once defined, GS1 MOs will be fully engaged in the implementation of the GEPIR Conformance Program.

**For more information on GEPIR, visit the GEPIR Website:** <http://gepir.gs1.org> or contact Sean Lockhead at [sean.lockhead@gs1.org](mailto:sean.lockhead@gs1.org)

## Work underway for the Pedigree Security, Choreography & Checking Service MSWG

### Providing evidence of the chain of custody

Regulatory jurisdictions across the world (and especially in the US) already require or will soon require pharmaceutical supply chain parties to provide evidence of the chain of custody or chain of ownership of pharmaceutical products as a condition for their sale.

The GS1 Pedigree 1.0 Standard (also called the Drug Pedigree Messaging Standard, or DPMS) was designed to meet these requirements, but end users expressed a preference to develop an alternative based on EPCIS events. An EPCIS-based solution is perceived to be less costly to implement than DPMS, and may offer greater opportunities for reuse, since EPCIS data can serve many track and trace purposes.

Working jointly, the Traceability in Healthcare II (TH-II) and the Network Centric ePedigree (NCeP) Joint Requirements Group (JRG) created and submitted Work Request 12-000127 to the GSMP.

This Work Request led to the creation of the Pedigree Security, Choreography and Checking Service MSWG, a group that will define requirements and solutions to update the GS1 System of Standards to enable traceability in Healthcare.



The efforts undertaken here should be beneficial to other sectors that have similar business or regulatory needs to ensure the traceability of each change of custody back to the original source. The food industry will surely see potential use cases, for example, as might the supply chains for aircraft and automotive parts. Accomplishments here will also be beneficial to industries where counterfeiting is a major concern.

**Interested? Join the group by contacting John Ryu at** [john.ryu@gs1.org](mailto:john.ryu@gs1.org) or through the **Community Room:** [www.gs1.org/gsmc/community/working\\_groups/gsmc](http://www.gs1.org/gsmc/community/working_groups/gsmc)

Efforts here should be beneficial to other sectors that also need to ensure the traceability of each change of custody back to the original source



# Moving Forward, Making Progress

## Now deployed: GDSN Maintenance Release 5

In October 2012, we deployed Maintenance Release 5 into the GS1 Global Data Synchronisation Network (GDSN), bringing the most up-to-date version of GDSN to Version 2.8

GDSN Version 2.8 features a range of changes and improvements

This Maintenance Release brings a range of improvements and changes to GDSN Messages:

- Significantly improved functionality to the Trade Item and Related Standard
- Changes to the Catalog Item Synchronisation messages, including updates to the Catalog Item Confirmation and Catalog Item Notification
- Minor changes to Price Synchronisation standard to improve functionality

... and to GDSN Extensions:

- New capabilities for Case Level Non-GTIN Logistics Units, Electronic Games, Food & Beverage, Extension Specifics Technical Characteristics and Healthcare

- Extensions either moved into the Core Item or were replaced by the Chemical Ingredients Extension: BarCode Candidate Attributes, FMCG, Hardlines, Office Supplies, Regulatory Compliance, US Hazmat
- Support for new sectors, including the development of attributes to specifically address product data requirements for Books and Publications, Chemical Ingredients, and Plumbing and HVAC

The Release also includes new validation rules for correct processing of trade item properties; mainly measurements, rules for specific target markets (Sweden, Netherlands, Hungary, New Zealand, Australia) and to GTINs and GLNs validations have been updated and added to improve processes.

It also includes new bricks in Global Product Classification (GPC), the standard mandatory classification system for the GS1 GDSN: see page 6 for details about these new bricks.

**Access the latest version of GDSN at**

[www.gs1.org/services/gsm/kc/ecom/xml/gdsn\\_grid.html](http://www.gs1.org/services/gsm/kc/ecom/xml/gdsn_grid.html)

**Access the new Validation Rules at**

<http://gdd.gs1.org/gdd/public/gdsvalidation.asp>

**Questions? Contact us at** [GDSNinc@gs1gdsn.org](mailto:GDSNinc@gs1gdsn.org)



connect





## Moving Forward, Making Progress

### **Update: GDSN Industry Engagement User Group Sub-Teams**

GDSN's Industry Engagement User Group now has three sub-teams. It is quite easy to join and be active on these sub-teams, and joining them does not require that your company sign the GS1 Intellectual Property Agreement.

#### **GDSN Business Value Sub-Team:**

**Objective:** Define the business value of the Major Release for each GDSN stakeholder

**Target:** Deliver collateral that will explain the business value by May 2013

#### **GDSN Change Management Sub-Team:**

**Objective:** Deliver a risk assessment tool for release planning by GDSN Data Pools for their members

**Target:** Deliver this tool by September 2013

#### **GDSN Simulation Pilot Sub-Team:**

**Objective:** Orchestrate an analysis of the draft standard against the requirements and the context validations

**Target:** Complete paper-based pilot activities by September 2013

**Contact us at [GDSNinc@gs1gdsn.org](mailto:GDSNinc@gs1gdsn.org) to get involved or for more details.**

### **Update: GDSN Major Release**

Work continues to move forward on the upcoming Major Release of GDSN.

This Major Release will feature a new modular architecture that will enhance the user experience, increase flexibility, reduce complexity and boost system validation capabilities. It is the fruit of community work on more than 120 user-submitted work requests relating to the Trade Item, Price Sync and Catalogue Item Sync Standards, among others. It also incorporates the Modular Item Architecture, an important project on which we have been working for several years.

We will be holding a meeting with key stakeholders in May 2013 to help establish a deployment date for the Major Release. Watch for news on our [Community Board](#), or in the Autumn edition of this newsletter.

#### **Visit our Community Board at:**

<http://community.gs1.org/apps/org/workgroup/gdsn>

**If your company uses the GDSN, join the team working on this Major Release.**

**Contact us at: [GDSNinc@gs1gdsn.org](mailto:GDSNinc@gs1gdsn.org) to help.**



# Moving Forward, Making Progress

## Work underway to update strategy for Data Quality

### *Extending the focus to cover business-to-consumer interactions*

There is very little debate today that data quality is a highly strategic pillar of an efficient and agile supply chain. Indeed, improving data quality has been demonstrated to be a great way to measurably increase efficiencies and reduce costs.

In response to feedback from our global community of users, in the past year, GS1 has extended the focus of our data quality initiatives, moving our work beyond B2B to cover business-to-consumer (B2B2C) interactions as well.



Mark Widman, the GS1 Global Office's new Director of GS1 Data Quality, is tasked with guiding the industry toward improved data quality from source to consumer. Mark intends to ensure that GS1 is known as the recognised industry body delivering robust data quality services, guidelines and proven methodologies to its members

with the goal of achieving 100% data quality throughout the information supply chain.

Mark and his team will be working with the Data Quality Steering Committee to define a renewed DQ Strategy with a focus on B2B2C. Efforts will address the root causes of data quality defects and focus on data governance and data collection processes by using the revised Data Quality Framework.

GS1 also intends to provide data quality measurement and monitoring tools so that local GS1 Member Organisations around the world can ensure brand owner data conforms to global and regional data standards.

**Interested in joining this Data Quality Steering Committee? Questions or comments on data quality?**

**Contact Mark Widman at [mark.widman@gs1.org](mailto:mark.widman@gs1.org)**





# Moving Forward, Making Progress

## Adapting GS1 eCom XML Business Messaging Standards to the T&L sector

### *Gathering requirements and needs of our users*

GS1 has been hard at work developing standards and implementation guidelines for the Transport and Logistics sector.

GS1 Standards provide a way for logistics service providers, freight transporters and their customers to know exactly where their shipments are, at any moment. This sort of real-time, end-to-end visibility helps all participants in the supply chain to swiftly and smoothly share business information about shipments in transit.

### Real-time, end-to-end visibility over shipments in transit

In particular, we have been working extensively on gathering business requirements and developing solutions for adapting GS1 eCom XML business messaging standards to the specific needs of the transport and logistics sector.

Already published and ratified are GS1 eCom XML messages for Transport Instruction and Response, Transport Status, Pick-up & Drop-off and Transport Capacity Requirements, Plan, Booking & Response.

An Implementation Guide for the use of GS1 eCom XML Transport Instruction and Response messages has also been developed.

Business Requirements for Warehousing Inbound and Outbound Processes and Inventory Management have successfully completed community eBallot. We expect that Business Message Standards for Warehousing will be ratified by May 2013.

#### **Stay up to date on our activities in this sector:**

**Join the community room at** <http://community.gs1.org/join>  
**Contact Jean-Luc Champion at** [jeanluc.champion@gs1.org](mailto:jeanluc.champion@gs1.org)  
**or Audrey Kremer at** [audrey.kremer@gs1.org](mailto:audrey.kremer@gs1.org)

#### **Which GS1 ID Keys should you use?**

A variety of guidelines to support the transport and logistics sector are today being prepared within the GS1 Global Standards Management Process, including a guideline to clarify which GS1 Identification Keys are appropriate for use in asset management, logistics unit management or transportation groupings.

Stay tuned to future editions of this newsletter, or visit our webpage at [www.gs1.org/transportlogistics](http://www.gs1.org/transportlogistics)



# In Memoriam: N. Joseph Woodland, 1921–2012

N. Joseph Woodland was only a graduate student when he and classmate Bernard Silver created a technology to encode consumer-product information for optical scanning.

Their design, developed in the late 1940s and patented in 1952, was a circle of wide and narrow rings.

Mr. Woodland's creative mind and innovative thinking would ultimately give rise to one of the most ubiquitous technologies in the world, the Universal Product Code.

In December 2012, he died at home in New Jersey (US) at the age of 91.

Woodland received the United States National Medal of Technology and Innovation in 1992, and in 2011 was inducted into the United States National Inventors Hall of Fame.

**Read the New York Times obituary for N. Joseph Woodland**  
[www.nytimes.com/2012/12/13/business/n-joseph-woodland-inventor-of-the-bar-code-dies-at-91.html](http://www.nytimes.com/2012/12/13/business/n-joseph-woodland-inventor-of-the-bar-code-dies-at-91.html)



**Save** the date



**GS1 Standards Event  
Autumn 2013**

7–11 October 2013

Lisbon, Portugal

Watch for details on  
[www.gs1.org/events](http://www.gs1.org/events)

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