



The Global Language of Business

Global Standards Management Process

# Global Data Model Market Stages

Mission-Specific Working Group

Call to Action



## What business challenges are being solved?

The retail landscape is changing at an unprecedented rate. In this connected world, consumers increasingly rely on omni-channel information for purchasing decisions. Quality, standards-based information is paramount to the success of this new consumer-focused model and industry is looking for GS1 to provide the foundation required to support it.

Industry wants to ensure the best products and the highest quality products' information is available for consumers at the physical and digital shelf. This is especially true for the launch of new products. Currently, the industry experiences challenges with poor or missing product information. Complete, and accurate product data becomes available at different times in the lifecycle or market stages of a product. This creates a challenge to industry to mitigate the impact of poor or outdated product data when listing and ordering products, shipping and storing, and selling the products to consumers. The GS1 Global Data Model Market Stages Mission-Specific Working Group (MSWG) will define market stages and associated data requirements, and when that data can be made available by the data provider. Today's one-shot approach leaves brands no choice but to estimate some of the information provided to retailers and in the best case, there is rework to update the data fields as the product is physically manufactured and the truth is known. Splitting the data exchange into stages will improve the overall data process to become more agile and lean while also reducing the incentive to exchange information in inefficient ways.

## Benefits for industry

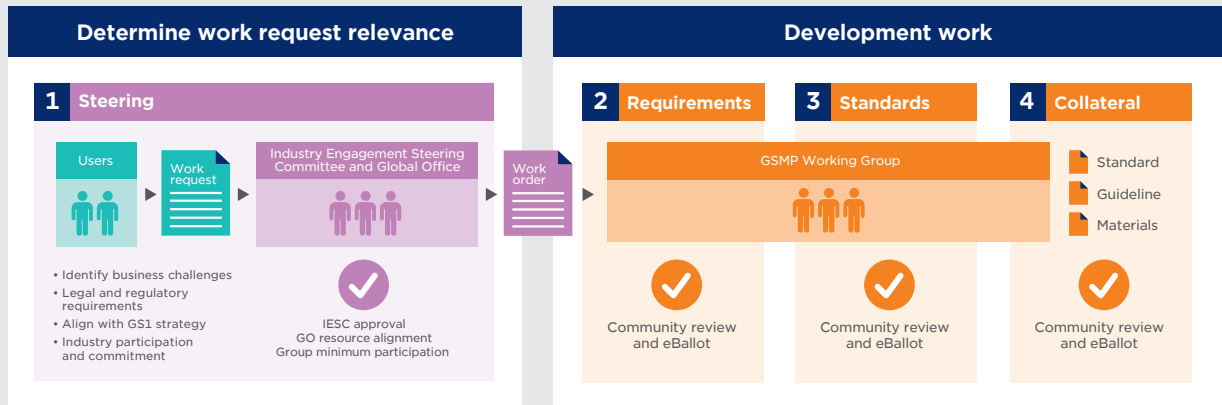
The GS1 Global Data Model Market Stages MSWG output will benefit trading partners:

- Data sender will be able to focus on providing the right information at the right time
- Data recipients will receive product information in the stage when it is needed
- Data recipients can trust that the data they receive is complete and accurate at each market stage
- The incentive to rush data and provide incomplete or inaccurate data will be eliminated

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The GSMP is a community-based forum for businesses facing similar problems to work together and develop standards-based solutions to address them. Active GSMP participants represent industries ranging from retail and consumer goods to fresh foods, healthcare, transport and logistics, government and more – a healthy mix of business and technical people from nearly 60 countries.

## Four Step Consensus-Driven Process



### Working group objectives

The objectives of the GS1 Global Data Model Market Stages working group are to:

- Identify market stages, their names, definitions and respective business processes for global core, global category and regional layers of the GS1 Global Data Model standard
- Sequence market stages/business processes (level of completeness and correctness) and create a simple visualisation
- Agree on the necessary attributes and identify the related market stage, as well as align on the minimum required level of completeness and correctness per group
- Identify any changes needed to existing Global Data Synchronisation Network (GDSN) validation rules
- Make the necessary changes in the GDSN standards to enable the exchange of the identified attributes
- Identify the supply chain impact if certain attributes/attribute groups are missing or not provided at the point in time in which it is needed

### Who should join this working group?

Senior-level decision-makers working in supply chain roles across retailers, manufacturers, GDSN Data Pools, content service providers and GS1 Member Organisations. The work group should be comprised of both business (e.g. brand owner customer team, retail buyers) and technical experts focused on the exchange of product data.

### What is needed from GS1 Member Organisations?

In order to make this MSWG successful, please socialise this Call to Action within your region and help identify the right participants.

### How will the working group operate?

This working group will follow GS1's standards development process:

- **Propose and validate business needs:** analyse business needs from industry input and collect additional feedback to ensure that industry objectives as defined in the work request are met
- **Develop standards and collateral:** industry experts will draft standards and present to industry for confirmation and approval
- **Ratify and publish:** standards are approved by the standards development community, ratified by GS1 governance bodies and published

To learn more about how to participate in GSMP, visit: <https://www.youtube.com/watch?v=JIAs3lu6Edg>

### Next Steps

- **Join the group by 29 June 2022**
- **For more information and to join the group, visit:** <https://www.gs1.org/standards/development-work-groups#GDMMarket>

IP policy information is available at these links, [GS1 Standards IP](#), [GS1 IP FAQ](#) and [GS1 IP Made Simple](#)

### Help or questions?

Please contact [gsmp@gs1.org](mailto:gsmp@gs1.org)

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