Preparation for Loading and Publishing Data in GDSN, an Operations Prospective

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The Journey Begins (does it ever end?)

• What is the MAJOR change?
  – Making (historically) internal data available for publication and review externally.

• Why is that a big change?

• What are the issues?
  1. Data Availability
  2. Data Accuracy
  3. Data Upkeep
Steps in the Journey  (Identification)

- Identify Attributes
- Define Current Conformance
- Define Gaps
Steps in the Journey (Resolution)

- Develop Gap Resolution Plan
- Fill Gaps and Data Cleansing
- Publish Data
Steps in the Journey (Maintenance)

Change Control
Steps in the Journey (Gap Resolution)

• Packaging
  – Add GTINs where missing
  – Review GTINs for structure
  – Ensure that Bar Codes are Readable
  – Add Level II Package Dimensions (Phase 2)
  – Add Level II Package Weight (Phase 2)
Steps in the Journey (Gap Resolution)

• Marketing
  – Review and Modify Product Descriptions for Accuracy and Standards Conformance
  – Create, Review and Correct All Branding
  – Review Short Descriptions for readability
  – Develop On-Line Descriptions for all SKU’s
  – Review and Correct Sales Unit of Measure
Steps in the Journey  (Gap Resolution)

• Systems Support
  – Enter ALL Corrected and New Data
  – Create Latex Free Field
  – Develop Capability to Transmit and Receive orders, Order Acknowledgements, and Invoices with GTIN information
Steps in the Journey  (Our Path Forward)

- Start the Process Early
- Implement Change Control and Review
- *Implement a system that captures ALL required attributes (not just initial attributes) during product review and ensure accuracy to minimize rework.*
- Clean up leftover’s
Steps in the Journey  (Anticipated Results)

- Decrease or elimination of ad-hoc requests for product information from trading partners
- One centralized data base for internal use that is inclusive and current
- Reduction in order entry errors by our trading partners (unit of measure)