GS1
Industry & Sector Strategy
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The global language of business
www.gs1.org
Where do we play actively today?

1. **Globally:**
   1. **Retail Industry** including all the sectors that are present in a global retailer:
      1. Fast Moving Consumer Goods
      2. General Merchandise
      3. Hardlines
      4. Footwear, Apparel, etc.

2. **Healthcare Industry**
   1. Over-the-Counter (OTC) Pharmaceuticals

2. **Locally:**
   1. Transport and Logistics
   2. Defense
   3. Public Administrations
   4. Others
Overall Objective of the Industry Strategy

Lead the Design and Implementation of the GS1 Standards in New Industries & Sectors that:

• Add value to our core industries

• Add value to the local GS1 organizations

• Are self-sustainable
Industry Strategy: Guiding Principles

• “GS1 is the most widely used supply chain standards system in the world”

• GS1 is the only standards organization with a Proven System and with a Global footprint and implementation capability

• Priorities:
  • Core Industry Retail: foundational to the GS1 System. Additional sectors in Retail (all type of consumer goods e.g. Footwear & Apparel, Books, Consumer Electronics,...) are clear priority.
  • Core Industry Healthcare: extensive involvement over the past 5-10 years with GS1 system, primarily through OTC (over the counter drugs). Additional sectors now ready to implement globally (Prescription Drugs, Medical Device, Biologicals,...) heavily supported by user community
  • Other Industries: focused involvement with parts of the GS1 system, primarily with EPCglobal. User driven initiatives
  • Adjacent Industries: supporting our core industries, either by Upstream or as Conduit to the supply chain. User driven initiatives
An Overview

Ultimate Goal:

Help our users to improve people lives

Core Industries:
Retail

Sectors:
Consumer Satisfaction

FMCG
Fresh Foods
CD’s/Books

Footwear & Apparel

Patient Safety

Adjacent Sectors

Transport & Logist.

Chemicals

Automotive Aerospace

Defense Etc.

Pharma
Bio/IVD

Med Device Med Equipm.

New Opportunity Industries:

FMCG

Footwear & Apparel
GS1’s Brand Architecture

The global language of business

OVERALL BENEFIT: Improving efficiency & visibility in supply and demand chains

GS1 SOLUTIONS & SERVICES USING GS1 STANDARDS
Solutions: POS / Inventory Management / Asset Management / Collaborative Planning / Traceability
Services: Global (GSMP, GEPIR, Global Registry, Training and Accreditation) & Local (e.g. Certification, Implementation, Training)

GS1 System - Integrated system of standards

GS1 BarCodes
Global standards for automatic identification
Rapid and accurate, item, asset or location identification

GS1 eCom
Global standards for electronic business messaging
Rapid, efficient & accurate business data exchange

GS1 GDSN
The environment for global data synchronisation
Standardised, reliable data for effective business transactions

EPCglobal
Global standards for RFID-based identification
More accurate, immediate and cost-effective visibility of information

GS1 Identification Keys (e.g. GTIN, GLN, SSCC, GRAI, GIAI, GSRN, EPC) & Attribute Data (e.g. Best Before Date)
Within GS1, several groups currently treat the topic of healthcare. They are:

  - Managed by EPCglobal with global scope and reach
  - Focused on RFID standards and technol. applications and Regulatory issues
  - Members include pharmaceutical manufacturers, medical device manufacturers, US medical wholesalers, US retail pharmacies, FDA, hospitals, associations, solution providers.

- **European Healthcare Initiative (EHI)**
  - Initiated by GS1 Europe.
  - Focused only on European countries and concerns.
  - Participants include pharmaceutical manufacturers, medical device manufacturers, medical wholesalers.

- **GS1 Global Healthcare User Group (GS1 HUG)**
  - Managed by the GS1 Global Office.
  - Global scope, global reach.
  - Treats regulatory matters.
  - Members include pharmaceutical manufacturers, medical device manufacturers, hospitals, medical wholesalers, associations, regulatory bodies.

**The issues:** overlapping membership, confusing if not conflicting messages.
What we are doing

1. Develop and gain broad alignment to a **single global healthcare strategy and execution plan**, across GS1 and its membership
2. Establish GS1 as "the" global source of healthcare standards
3. Dedicate appropriate resources
4. Create a suitable revenue model
5. Focus on patient safety: the prevention of medical errors and counterfeiting
6. Develop an aligned strategy for regulatory affairs that builds on our potential to influence stakeholders
7. Communicate internally and externally
• Start work on joint work package on **Serialization**: work group kicked-off September 21

• **GS1** to lead ‘integration project’ of all Healthcare initiatives and drive towards one Strategic Roadmap: **bring together** HUG and HLS Leadership Teams to work out the plan

• **Make decision on value to the Users of “one” meeting**: no change for Jan/Feb meetings, combined meeting at U-Connect in June 2007
We commit to build a single global healthcare strategy across GS1.
HUG Roadmap to Standards

Milestones

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<tbody>
<tr>
<td>A1</td>
<td>26 Jul 06</td>
<td>Adopt existing GS1 Application Standards in Healthcare</td>
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<tr>
<td>A2</td>
<td>31 Dec 07</td>
<td>GSMP: Prioritised AIDC Application Standards</td>
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<tr>
<td>S1</td>
<td>31 Oct 06</td>
<td>GSMP: GTIN Allocation Rules for Healthcare</td>
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<tr>
<td>S2</td>
<td>31 Mar 07</td>
<td>GSMP: Healthcare Business Data AutoID Standard</td>
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<td>S3</td>
<td>30 Jun 07</td>
<td>GSMP: Healthcare Product Serialisation Standard</td>
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<tr>
<td>S4</td>
<td>30 Sep 07</td>
<td>GSMP: Healthcare Data Carrier/Scanning Standard</td>
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2006

GTIN Allocation

Packaging/ Direct Marking

A1

2007

Business Case

AutoID Data

Serialisation

AIDC Application Standards

2008

S1

S2

S3

S4

A2

Product Data Dictionary

eCatalogue

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