



## Press Release

### **GS1 and Clavis Technology partner to improve Data Quality in global supply chains**

**Brussels, Belgium February 18<sup>th</sup>, 2014:** GS1, the global organisation that develops and maintains the most widely-used supply chain standards system in the world, today announced it is entering into a multi-year **partnership with Clavis Technology, the leading provider of cloud-based eCommerce Intelligence and Data Quality Performance Management solutions to provide Data Quality monitoring services.**

Good quality product information is foundational to collaborative commerce. In a world of increased transparency, wrong product information erodes profits and consumers' trust as data quality is particularly important when it comes to nutrition and product safety issues.

"The global supply chain has always relied on accurate, trusted data, but more recently the dramatic growth of eCommerce has further increased the need for high quality data," said Miguel Lopera, President and CEO of GS1. "Our initiative with Clavis Technology is designed to enhance the ability of GS1 to ensure data quality, which is one of GS1's key pillars".

"This partnership puts GS1 Member Organisations in an unrivaled position to take the lead in establishing proactive data quality processes and procedures to help maintain high quality data across the retail supply chain," said Garry Moroney, CEO of Clavis Technology. "It will provide the framework and the tools to develop scalable data quality monitoring services for all GS1 members."

Prior to announcing the partnership, GS1 Member Organisations in Belgium & Luxembourg, Italy and the UK successfully piloted the new services. The pilots successfully identified and dealt with a significant number of data quality issues.

"That's the first step for delivering high quality data – get an unbiased view of the quality of your existing data," said Malcolm Bowden, President, GS1 Global Solutions. "The Clavis dashboard brought immediate visibility to the main issues, and the pilot demonstrated how a data quality Dashboard could add value to our data quality strategy."

Beginning today, the new GS1-Clavis Technology collaboration will allow any GS1 Member Organisations to initiate a data quality monitoring service for its members.

#### **For Further Information:**

Mark Widman, Director GDSN and Data Quality, GS1 Global Office: [mark.widman@gs1.org](mailto:mark.widman@gs1.org)  
Anouk Chavel, Senior Manager Marketing, GS1 Global Office: [anouk.chavel@gs1.org](mailto:anouk.chavel@gs1.org)  
Pierre Bonura, Account Director, Clavis Technology, [pierre.bonura@clavistechnology.com](mailto:pierre.bonura@clavistechnology.com)

**About GS1**

GS1 is a neutral, not-for-profit, global organisation that develops and maintains the most widely-used supply chain standards system in the world. GS1 standards improve the efficiency, safety, and visibility of supply chains across multiple sectors. With local Member Organisations in over 110 countries, GS1 engages with communities of trading partners, industry organisations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards. GS1 is driven by over a million user companies, which execute more than six billion transactions daily in 150 countries using GS1 standards. More information at [www.gs1.org](http://www.gs1.org)

**About Clavis**

CLAVIS TECHNOLOGY is the leading provider of cloud-based eCommerce Intelligence and Data Quality Performance Management solutions for suppliers, retailers, and data aggregators in the consumer packaged goods sector. Our Data Quality solution measures and monitors Data Quality performance at every stage in the retail supply chain enabling manufacturers to deliver high quality data in support of key initiatives such as product development, supply chain effectiveness and online & off-line sales. With our online-retailer analytics platform, eCommerce Insight, your organization can gain invaluable intelligence to help optimize your presence and performance in online stores and increase annual digital channel sales by as much as 30%. More information at [www.clavistechnology.com](http://www.clavistechnology.com)