GS1 GDSN success story guidelines

GDSN in action programme

This document is intended to provide all the information data pools need to develop and submit success stories for publication as part of the *GS1 GDSN in action* programme. Here you will find specific best practices and a link to the online form to guide your team through the process of writing, structuring and submitting your GS1 GDSN success story for publication.

Benefits of publishing a success story

The goal of *GS1 GDSN in action* is to improve visibility and demonstrate the value of the GS1 Global Data Synchronisation Network (GS1 GDSN®) to individuals outside of our community through the promotion of relevant and inspiring data pool success stories.

By publishing a success story, your data pool will be creating valuable content that will directly benefit your organisation. The coordinated campaign to market your success story will generate global traffic to your website and conversions via multiple channels, such as web news articles and referrals, search, social media, email and even ads.

The new submission process is designed to be simple and expedient.

Reach a global audience with your GS1 GDSN success story
A couple of impressive figures from our first success story demonstrate the reach that data pools can achieve. Within the first two weeks after publication, we recorded:

- A total of 16,000 impressions on social media for the posts promoting that story

- An average of 3:47 minutes spent by viewers on the story page, demonstrating a clear interest

Develop and submit your success story

1 How to identify a good GS1 GDSN success story subject

Your success story must be a real story centred around GS1 GDSN implementation and use.

- The story must be about a specific trading partner who is one of your users (manufacturer, retailer, healthcare provider, foodservice operator, etc.), or a group of users in the case of a pilot project.

- The story must highlight the direct business benefits gained through GS1 GDSN implementation and use.

- The implementation initiative must be complete, with quantified results.

- The story must be no more than five years old.

- The trading partner(s) must support the development of the success story as they will have to provide information and authorise publication.

2 How to write a GS1 GDSN success story

Adhere to the following general content guidelines as you begin to draft your GS1 GDSN success story:

- You as a data pool are the author (no direct submissions from external stakeholders will be accepted).

- Outline the initial challenge faced and explain how GS1 GDSN provided a solution, with benefits.

- To gather information, consider interviewing your trading partner(s), collaborating to identify quantified benefits, visiting the user's location and taking pictures if possible.

- The length of the success story should be between 1-2 pages of text (2-3 pages once designed).

- Success stories may be submitted in any language, but English is preferred.

3 How to design a GS1 GDSN success story

If your data pool does not have the resources to design your success story, design development will be supported by the GS1 GDSN team. A relevant example is provided in Annex C for your reference.

We ask you to comply with the GS1 GDSN branding guidelines, especially by using the name "GS1 GDSN", and to display the GS1 logo in your document in addition to your own company branding.

Do you have an existing success story already?

This document aims at helping data pools to create new success stories.

If you already have a success story, please send it to us and we will help promote it in the same sort of campaign as new success stories, with the same expected benefits for your data pool.

4 When and how to submit your success story for publication

Success stories can be submitted at any time using the following form:

www.surveymonkey.com/r/GDSN-success-stories

Please be advised that any and all participants in the success story must provide written consent prior to publication. Getting authorisation from a participating party can take time, so be sure to seek permission as early as possible. Please only submit content early if you are confident that the party's permission is forthcoming.

5 What to do after submitting a GS1 GDSN success story

Once your content has been submitted, the success story will be reviewed by the GS1 GDSN team. After the review process has been completed, we will contact you with next steps to prepare the success story for publication. After publication, the content will be promoted to help drive traffic to your website and support the case for GS1 GDSN.

Note: we recommend you publish your success story on your website for maximum efficiency, but we can also host it on www.gs1.org and still direct traffic to your website if you prefer.

"Case studies enable organisations to share their successes and highlight the benefits of the GS1 GDSN, which have been very successful marketing tactics for us to deliver our message to customers and prospects."

—Tim Marshall, Senior Account Executive, 1WorldSync

Need help? Contact Romain Hourtiguet at romain.hourtiguet@gs1.org

Annex A: template for success story content

This template is for information gathering purposes. Content should be submitted via the easy-to-follow form available here: **www.surveymonkey.com/r/GDSN-success-stories**

Mandatory

Title

[65 characters incl. spaces, +/- 10 words]

Write a title to your story.

Challenge(s)

[Minimum one paragraph, 2-3 sentences]

Please describe in as many details as possible what exactly were the challenges or business objectives in the user company before the project. Why did your trading partner turn to your data pool for implementation of GS1 GDSN (e.g., customer demand, regulations, operational efficiency or digitalisation of manual processes)? You may provide a list of bullet points—you don't have to write 'a story'.

Solution

[Minimum one paragraph, 2-3 sentences]

Describe how data synchronisation through a GS1 GDSN-certified data pool was implemented or improved, the resources that were used, including other partners' participation if applicable, and what steps were taken and why.

Benefits

[Minimum 2-3 sentences or bullets with specified benefits]

Summarise the business benefits that the GS1 GDSN solution provided. Focus on the quantifiable benefits (actual or estimated), such as cost amounts saved, the percentage increase in productivity or the percentage increase in sales. Note that return-on-investment figures will greatly increase the impact of the success story. Identify any new capabilities and future plans that resulted from the solution.

Images

Please provide relevant images, for example on-site images illustrating your systems or process.

Optional but welcome

- Quotes of experts from the user company.

- Any other relevant information you may have about the project, implemented solution, steps, learnings to share if any.

- Information about the user company, its operations. Link to its website and GS1 MO can be provided for more information.

Annex B: example 1

Mandatory

Title

How the GS1 Global Data Synchronisation Network (GDSN) is changing the game for Carrefour and its suppliers

Challenge

Carrefour France was one of the first companies in the world to join the GS1 GDSN. "The idea was to simplify exchanges with our manufacturers", explains Marina Guégan, Master Data IT Director at Carrefour.

The technical situation before was manual input via a Microsoft Excel spreadsheet.

Prior to GS1 GDSN implementation, a minimum of three to four back-and-forth exchanges were required between Carrefour and its suppliers in order to execute a single product sheet—a process estimated to take 8 to 10 minutes per product. Multiplied across thousands of unique products and suppliers, the process consumed a tremendous amount of time and effort. Thanks to the GS1 GDSN, that figure has been reduced to nearly zero today.

Solution

Carrefour was among the first to realise the potential for GS1 GDSN to drive its business forward.

To realise this objective, Carrefour first identified trading partners with which to conduct its initial pilots. Within a year, product data for a portion of the organisation's food and non-food (near-food entities) fast-moving consumer goods (FMCG) catalogue had been integrated into GS1 GDSN, while the rest still required manual input via a Microsoft Excel spreadsheet.

In order to move the remainder of its catalogue to GS1 GDSN, Carrefour partnered with GS1 on a wide-reaching initiative to engage both its suppliers as well as internal stakeholders to communicate, acculturate and demonstrate the efficiencies made possible by GS1 GDSN.

Benefits

The efficiencies have been realised in part because the GS1 GDSN ensures quality input. Many aspects of product information exchange are automated, and time is saved because the retailer does not need to check product sheets for completion on mandatory attributes; instead, they need only focus on the data itself.

Year after year, Carrefour has expanded its GS1 GDSN programme through new partnerships—targeting not only large suppliers, but small and medium ones as well—in order to industrialise data acquisition. The organisation now receives as many as 322,000 new products per year, totalling more than one million since the outset of the initiative.

Carrefour has gained efficiencies in planning as well. New attributes can be made available in advance to be used in future product sheets. This empowers all trading partners to bring new products to market quickly and easily.

These improvements have real-world implications; for example, if a trading partner demonstrates an above-average rate of error, Carrefour can easily identify the issue and work with the supplier to correct the mistakes.

Optional but welcome

"With GS1 GDSN there are fewer human mistakes. Even better, error origins were difficult to track back due to the number of exchanges. Now, suppliers feel more committed to the quality of data they share," says Marina.

The GS1 GDSN has fuelled Carrefour's digital transformation, empowering its consumers to make better-informed decisions about the products they purchase by making it easier for the organisation to send and receive high-quality product information. Now more than ever, this data is key to omnichannel commerce and can have a crucial impact on sales as well as consumer satisfaction.

Annex C: GS1 GDSN designed success story example

Case Study

How the GS1 Global Data Synchronisation Network (GDSN) is changing the game for Carrefour and its suppliers

As one of the largest multinational retailers in the world, Carrefour leverages the GS1 Global Data Synchronisation Network (GDSN) across both B2B and B2C channels to facilitate global communication and to continuously improve its data quality to better inform its clients. The impact of GDSN implementation can be seen across nearly every aspect of day-to-day business, enabling the organisation to meet ever-increasing consumer expectations for data. Carrefour's GDSN journey spans 15 years and continues to evolve to this day.

Carrefour was among the first to realise the potential for GDSN to drive its business forward

Carrefour France was one of the first companies in the world to join the GS1 GDSN. "The idea was to simplify exchanges with our manufacturers," explains Marina Guégan, Master Data IT Director at Carrefour.

To realise this objective, Carrefour first identified trading partners with which to conduct its initial pilots. Within a year, product data for a portion of the organisation's food and non-food (near-food entities) fast-moving consumer goods (FMCG) catalogue had been integrated into GDSN, while the rest still required manual input via a Microsoft Excel spreadsheet.

In order to move the remainder of its catalogue to GDSN, Carrefour partnered with GS1 on a wide-reaching initiative to engage both its suppliers as well as internal stakeholders to communicate, acculturate and demonstrate the efficiencies made possible by GDSN.

In short

Company: Carrefour
Type: Retailer
Market: National
Sectors: FMCG, food & non-food

"With GDSN there are fewer human mistakes. Even better, error origins were difficult to track back due to the number of exchanges. Now, suppliers feel more committed to the quality of data they share."

Marina Guégan
Carrefour

Automation with GDSN yields dramatic time savings

8-10 min for product sheet confirmations → Nearly zero min per product sheet

multiplied by thousands of products

GDSN implementation saves Carrefour 8-10 minutes per product, multiplied across thousands of new products per year

These efficiencies have been realised in part because the GS1 GDSN ensures quality input. Many aspects of product information exchange are automated, and time is saved because the retailer does not need to check product sheets for completion on mandatory attributes; instead, they need only focus on the data itself.

Prior to GDSN implementation, a minimum of three to four back-and-forth exchanges were required between Carrefour and its suppliers in order to execute a single product sheet—a process estimated to take 8 to 10 minutes per product. Multiplied across thousands of unique products and suppliers, the process consumed a tremendous amount of time and effort. Thanks to the GS1 GDSN, that figure has been reduced to nearly zero today.

"Oftentimes, our partner SMEs think GDSN is too technical for them, that they are too small. It is not, because GDSN is about people before data. For example, we agree with our manufacturers on the attributes needed so they only fill in the ones that we need to for the consumers, not more."

Thierry Villate
Carrefour

The GS1 GDSN enables business efficiencies spanning new products & partnerships with enterprises of all sizes

Year after year, Carrefour has expanded its GDSN programme through new partnerships—targeting not only large suppliers, but small and medium ones as well—in order to industrialise data acquisition. The organisation

now receives as many as 322,000 new products per year, totalling more than one million since the outset of the initiative.

Carrefour has gained efficiencies in planning as well. New attributes can be made available in advance to be used in future product sheets. This empowers all trading partners to bring new products to market quickly and easily. GDSN also enables the organisation to better structure product data and improve data quality overall.

These improvements have real-world implications; for example, if a trading partner demonstrates an above-average rate of error, Carrefour can easily identify the issue and work with the supplier to correct the mistakes and take steps to ensure that their data quality improves in the long run.

Up to **322,000** new products per year

1,000,000 products since the outset of the initiative

Empowering all trading partners to bring new products to market quickly and easily

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Consumer

The GS1 GDSN has enabled online shopping platforms to deliver reliable product information to consumers

Today, the utility of product data has expanded beyond the supply chain. Accurate information is not only relevant within a B2B context—this information now flows all the way to the end consumer. Through the GS1 GDSN, product information moves seamlessly from manufacturer to retailer to the consumer via their local shop or e-commerce marketplace. GDSN supports this B2B2C journey by helping to ensure core product attributes are supported (e.g., size, weight, composition, etc.) as well as digital content such as the product description and images. This new range of attributes is helping Carrefour execute its "Act for Food" strategy and to overcome new and evolving challenges in today's digital landscape.

The GS1 GDSN has fuelled Carrefour's digital transformation, empowering its consumers to make better-informed decisions about the products they purchase by making it easier for the organisation to send and receive high-quality product information. Now more than ever, this data is key to omnichannel commerce and can have a crucial impact on sales as well as consumer satisfaction.

When product content is accessible and accurate, your business wins

Interested in GDSN? **Get in touch with one of its data pools** ›

*About the Carrefour Act for Food Initiative
OUR MISSION IS TO PROVIDE OUR CUSTOMERS WITH QUALITY SERVICES, PRODUCTS AND FOOD THAT IS ACCESSIBLE TO ALL ACROSS ALL DISTRIBUTION CHANNELS. THROUGH THE EXPERTISE OF OUR EMPLOYEES, A RESPONSIBLE AND MULTICULTURAL APPROACH, OUR BROAD TERRITORIAL PRESENCE AND OUR ABILITY TO ADAPT TO PRODUCTION AND CONSUMPTION MODES, OUR AMBITION IS TO BE THE LEADER OF THE FOOD TRANSITION FOR EVERYONE.