



Global Standards Management Process

## Consumer Product Variant in the Global Data Synchronisation Network

Mission-specific working group

Call to Action



### What business challenges are being solved?

Improving the transparency and accuracy of data about product variations that matter to today's consumer.

Today's omni-channel consumers want a consistent experience, no matter how or where they shop. They also expect accurate and more detailed information about the things they buy online. What was a simple visit to a local store—searching and comparing products on the shelf in the “real” world—now typically includes a trip to a digital shelf, which often lacks the accurate product information needed for shoppers to make informed purchase decisions. At the same time, regulators are demanding that industry make product information transparent, robust and available.

Thanks to industry's commitment and the work of the GS1 UniqueID project, GTIN management is simpler and more effective. The GS1 GTIN Management standard helped lay the foundation for the future of commerce—getting product data “right” from the start. Technical standards have also been changed to end the practice of re-using GTINs at the end of 2018. Still remaining however, is a way to share data about minor product differences. Variations that do not require a GTIN change—and may not need to be shared between trading partners—but are important to consumers.

### Background

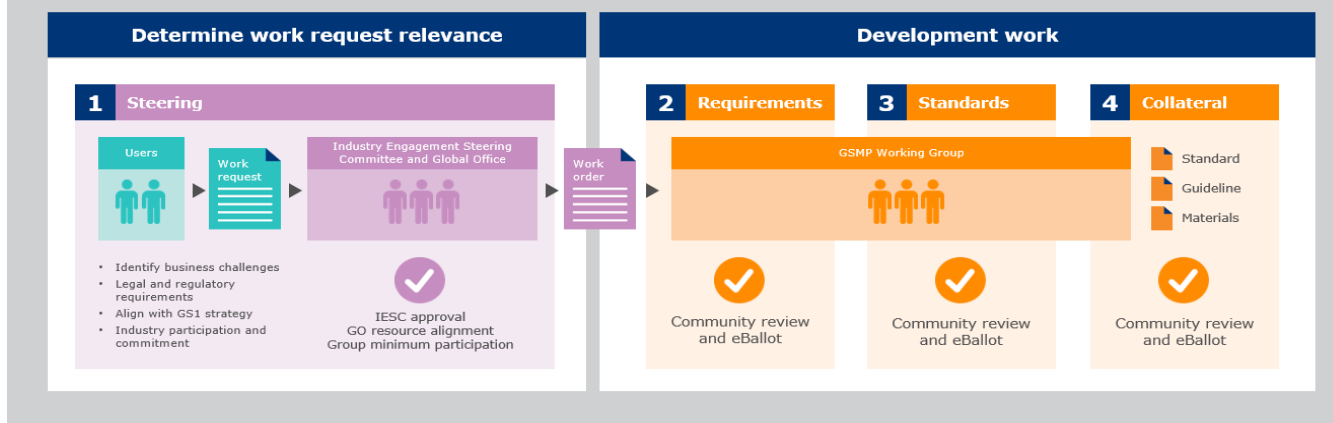
Together with industry, GS1 is taking a phased approach to solve this challenge. Utilising the GS1 Global Standards Development Process, industry has already defined the Consumer Product Variant in the GS1 General Specifications and the associated attributes are published in the GS1 Global Data Dictionary.

The goal of this next phase of work is to facilitate the exchange of Consumer Product Variant data, as now defined, through the Global Data Synchronisation Network (GDSN). While variant data sharing is not specific to any one data-exchange mechanism, GDSN is critical to a majority of GS1 constituents and therefore key to success and industry adoption.

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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.

## 4-step consensus-driven process



### Working group objectives

The focus of the GS1 Mission Specific Working Group (MSWG) is to enable the exchange of consumer product variant information through GDSN.

This work effort will define the requirements and the GS1 solution to be implemented within GDSN. The actual implementation by data pools to exchange this data with their trading partners will be based on business needs.

### Standards impacted

Deployment of this standard will likely have a functional impact on GDSN data pools. It is unknown at this time the degree of impact this might have. Trading partners will require resources to enable consumer product variants within their organisations. GS1 documentation may need to be updated, i.e. GDSN Trade Item Implementation Guide

### Who should join this working group?

**From industry:** GS1 is looking for industry members from all sectors who are experts in the area of Master Data Management and who have strong knowledge of the Global Data Synchronisation Network (GDSN). Organisations involved in the initial phase which defined “Consumer Product Variant” and associated attributes are encouraged to take the next step and help define requirements of how to exchange these attributes in the GDSN.

### What is needed from GS1 Member Organisations

- Representation by both business/industry engagement staff and technical staff
- Socialise the Call to Action and identify the right players
- Commit to help with the “heavy lifting” of authoring and developing working group documents and outputs to ensure the most valuable use of time for industry participants
- Work to bridge local contacts of large multinational companies with each other to encourage consistency

### How will the working group operate?

This working group will follow GS1’s improved standards development process:

- Propose, validate and draft business requirements**—analyse requirements from input from industry as described in the work order and collect additional input to ensure that industry objectives as defined in the work request are met
- Develop standards and/or guidelines**—industry experts draft a solution to requirements into a standard and present them to industry for confirmation and approval
- Ratify and publish**—standards are approved by the standards development community, ratified by GS1 governance bodies and published

### Next steps

- Join the working group by **15 September 2017**: <https://www.gs1.org/standards-development-work-groups#CPVGDSN>
- Register for the **9 October 2017** face-to-face meeting at the **GS1 Industry & Standards Event in Brussels**: <http://standards-event.gs1.org/registration>

**Help or questions? Contact:**  
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