

GS1 US

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Welcome to Jersey City



HOME OF THE BEST VIEWS OF LOWER MANHATTAN



About GS1 US



THE GLOBAL LANGUAGE
OF BUSINESS

2014–2016 STRATEGY

TARGET SECTORS

- Retail Grocery
- Healthcare
- Foodservice
- Apparel and General Merchandise

BUSINESS NEEDS*

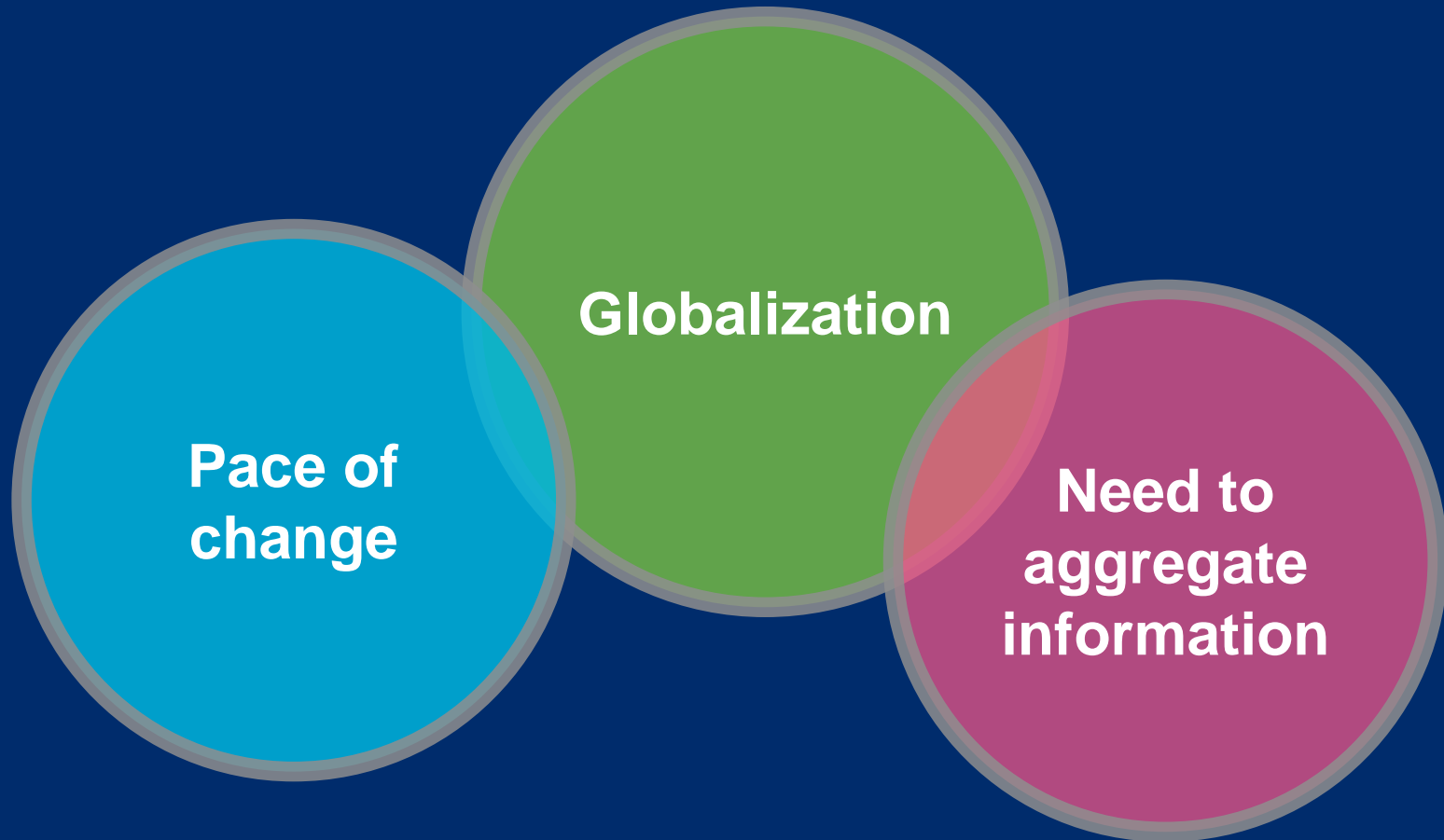
- Efficiency
- Growth
- Risk Management

STRATEGIES

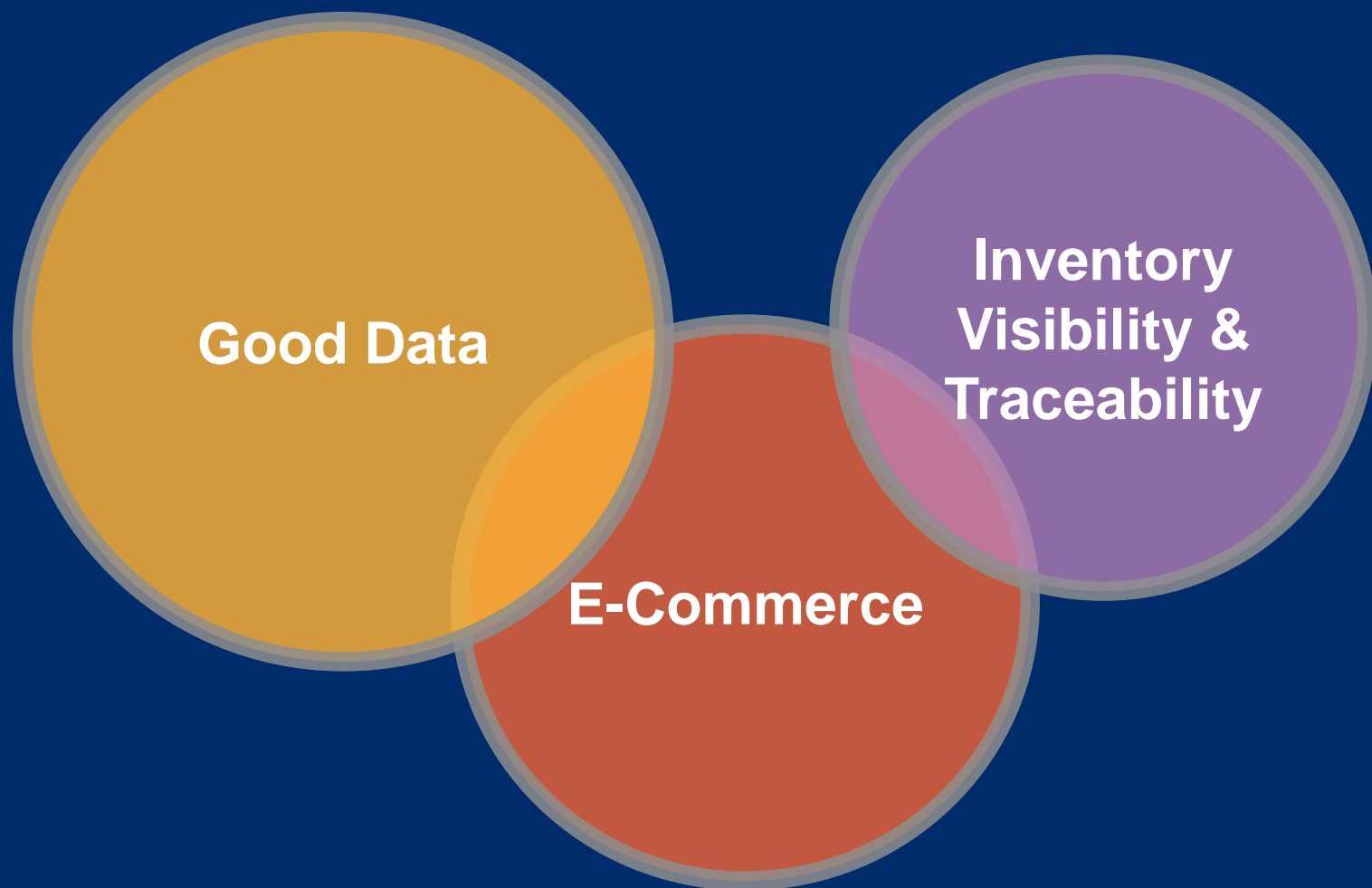
- Customer Experience
- Leveraging Partners
- Data Quality
- E-Commerce
- Culture & Capabilities

**17 Key Business
Processes Identified*

MARKET FORCES



WHAT WE ARE WORKING ON



GOOD DATA



E-COMMERCE

**Better
Search**

**Improved
Product
Information**

**Greater
Inventory
Visibility**

**Smarter
Customer
Analytics**

**Fewer
Counterfeit
Goods**



INVENTORY VISIBILITY & TRACEABILITY

Accuracy

Food Safety

Patient
Safety

Cross-border
Trade

MEASURING DEPTH OF USAGE

GTIN

Assigned and used in business transactions

BARCODES

Applied and scanned at distribution and POS

EDI

POs, invoices, and advance ship notices with GTINs and GLNs

GLN

Assigned and used in business transactions

RFID

Tags applied
(Apparel and General Merchandise Only)

GDSN

Subscribers, registration, and actual publications



Jersey City....not just the Sopranos and Jersey Shore!

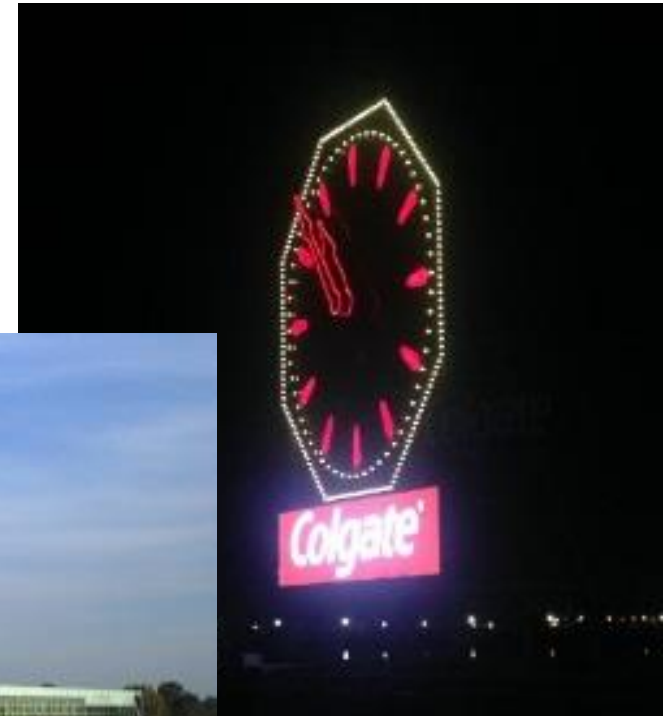
YOU THOUGHT YOU KNEW, BUT...



EATING & DRINKING IN JERSEY CITY



THINGS TO SEE IN JERSEY CITY



Enjoy your stay!



CONTACT INFORMATION

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Connect with the GS1 US community on:

