GS1 Spring GSMP Plenary

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March 17, 2015
Welcome to Jersey City
HOME OF THE BEST VIEWS OF LOWER MANHATTAN
About GS1 US
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
WHAT WE ARE WORKING ON

- Good Data
- E-Commerce
- Inventory Visibility & Traceability
GOOD DATA

- Quality Data
- Smart Data
- Master Data
- Product Attribute Data
Better Search
Improved Product Information
Greater Inventory Visibility
Smarter Customer Analytics
Fewer Counterfeit Goods
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: