Global Webinar: Data Quality implementations

25 June 2015
Webinar: Key Objectives

1. Update you on pillars of data quality strategy, what’s new and what’s coming

2. Provide best practices on data quality implementations

3. How to best share information
Tips to Enjoy This Webinar

• **Questions**
  - Ask questions via the question box (bottom right). We’ll answer questions as they arise

• **Slides and recording**
  - We'll post slides and recording to the MO Zone
# Agenda of the webinar

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome &amp; Introduction</td>
<td>Anouk Chavel</td>
</tr>
<tr>
<td>Current global data quality initiatives</td>
<td>Mark Widman</td>
</tr>
<tr>
<td>The 100 days journey to data quality</td>
<td>Robin Goossens (GS1 Belgilux)</td>
</tr>
<tr>
<td>The Immagino case study</td>
<td></td>
</tr>
<tr>
<td>How to use the GS1 data checker to monitor and improve B2B2C data quality</td>
<td>Andrea Ausili (GS1 Italy)</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td></td>
</tr>
</tbody>
</table>
Current global data quality initiatives

• Strengthen Data Quality at Source
• **Provide Master Data Services**
• **Develop DQ Validation and Monitoring Service**
• Step Change DQ in GEPIR
Data Quality – Master Data Services

Background

• The long-term objective is to work with brands to achieve good Data Quality at source

• In the short term, the best Data Quality results are in countries where product introduction requires manufacturers and retailers to use the GS1 DQ Master Data Services.

• In the future this “certification” can be recognised across borders

Data Quality in Master Data Services

Create a Global Data Quality Certification Program: Enable Data Quality Services, either directly by the Member Organization (MO) or working with 3rd party providers, covering Product Measuring and Imaging Services.
Data Quality – GS1 Data Checker

Objective
To position GS1 Member Organisations with capabilities to monitor, measure, inform, educate, and assist their community addressing the quality of data.
GS1 Data Checker - B2B Baseline Growth

Start of each Month  
Number of Suppliers  
Number of GTINs  

GS1 MOs  
2  
2  
4  
4  
4  
4  
4  
6  
6  
7  

Suppliers  
9  
47  
423  
455  
526  
709  
777  
821  
1130  

GTINs  
1,905  
3,029  
69,890  
78,890  
101,992  
136,457  
222,513  
265,392  
463,266  

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GS1 Data Checker - B2C Food Label Growth

Number of Suppliers

Suppliers

GTINs

Start of each Month
Best Practices in data quality
Master Data Services

Immagino
The 100 days journey to data quality

Andrea Ausili, Data & Innovation Manager, GS1 Italy
25 June 2015
Background

End of 2013

• A new **product images** sharing platform was needed and requested by Italian retail industry

• **EU1169 requirements for online selling** - the most relevant topic. The problem: how to collect good label data to fulfill what law required?

• First contact with **Brandbank**, a UK company, focusing on product data capture, exploring how to extend their presence in new markets
Challenge

- Find a comprehensive solution to respond to the needs including efficient management of product images

- Collect food label data for e-commerce activities of Italian retailers in time for EU1169 deadline of December 2014

- GDSN was not an option due to low local adoption

- Great fragmentation of Italian retail industry: many retailers and thousands of SME on supply side
Solution: 100 days journey to data quality

November 2013
- First meetings with retailer to analyze their needs
- Kick-off meeting with Brandbank to discuss project milestones
- Project planning, startup activities
- Training of teams

January 2014
- Capturing and sharing first product for one retailer
- Immagino was presented to Italian retail sector thanks to local associations endorsement

February 2014
- First supplier onboard
Share product images and data has never been so simple
Product images

- Up to 2 marketing images, 1 x flat and 1 x angled view of front of pack
- 6 planogram images
- High quality and high resolution images
- Images compliant to GS1 standard: "Product Image Specification"
Product label data capture

All contents captured from sample

- Dimensions  
  (GS1 package measurement rules)
- Descriptions
- Ingredients
- Allergens
- Nutritional facts
- Origins
- Claims and declarations
- Storage and usage instructions
- Logo and certifications

Valid for:
- EU1169/2011 selling online requirements (art. 14)
- Future integration with B2B GDSN shared data
Process

- **Check-in:** Receiving samples and record them through their GTIN
- **Measurement:** Sample weight and measurement capture with digital tools
- **Images:** Producing a complete kit of high quality images, for marketing and planogram, (professional photographers and dedicated studio to get the best from every kind of package (reflectant surfaces, like glass etc.).)
- **Data Entry:** Capturing all info available on label
- **Data Quality:** Several deep quality checks on images and data
- **Publication:** Products are uploaded awaiting approval
- **Validation:** Supplier to validate product images and data. Only after this step product is online
- **Share:** Images and data with business partners
Data Quality checks

1) Label information is digitalised by the Data Entry team

2) Quality Assurance team compare digitalized data with label information:
   **OK, No Errors found:** Data is sent to another QA team member for a second control
   **FAIL, Errors found:** Data is sent back to Data Entry team to be corrected

3) QA control 2:
   **OK, No Errors found:** Data is sent to Quality Control team
   **FAIL, Errors found:** Data is sent back to Data Entry team to be corrected

4) Final Quality Control is made by the Quality Control team
   **OK, No Errors found:** Product information is made available to the supplier for the product validation
   **FAIL, Errors found:** Errors are corrected, product information is made available to the supplier for the Product Validation

5) Supplier proceeds with the Product Validation
   **OK, No Errors found:** Supplier approves the product, digital product information is shared automatically with the retailers
   **FAIL, Errors found:** Supplier rejects the product specifying why*

* If the product is rejected, the reasons for rejections are evaluated by rejections team. If reasons are valid, digital data is sent back to Quality Control in order to proceed with the corrections. If reasons are evaluated as non valid, product information is made available again to the supplier for Product Validation
Benefits

Immagino is...

• **EFFICIENT**
  No process redundancy; clear roles and responsibilities of all involved

• **COMPLETE**
  Works for food & non-food; works for grocery, fresh foods & variable weight items; works for standard, seasonal & promotional packaging

• **MULTICHANNEL**
  The high-quality images can be used for websites, printed flyers and catalogues, promotional displays, advertisements, planograms...

• **ACCURATE**
  Maximum accuracy in processing and delivering images and data, approved by brand owners

• **GOOD FOR BRAND**
  An up-to-date catalogue on Immagino means brands have the control over information published on all channels

And perhaps most importantly...

• **SIMPLE!**
  Just send a product sample and the Immagino team does the rest
Some facts

• Launched early 2014 with 1 retailer - endorsed soon by both industry and trade Italian associations

• June 2015 - there are 13 retailers using contents provided by 700 brand owners

• So far 4,0000 product images and data available - most of them branded, but a good part are private label
Next steps

• Continuous enrollment of companies, aiming to complete Italian assortments within 2015

• Provide Italian suppliers with a platform that enable them to reuse Imagino data, enriching it with logistics and other info to create a full GDSN feed

• Extend Imagino service in terms of images options, documents management and data verification
Loacker Quadratini chocolate 275 g

EAN
8000380154104

Mercato target
IT

Supplementare
Etichetta non conforme al regolamento 1169

Lavazza A Modo Mio Espresso appassionatamente 270g

EAN
800007008897

Mercato target
IT

Supplementare
Non è certo che l'Etichetta sia Conforme all'1109
Thank you

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GS1 Validation & Monitoring Service

How to use the GS1 data checker to monitor and improve B2B2C data quality

Robin Goossens – GS1 Belgilux Data Manager
25 June 2015
Topics discussed

• Belgilux background: our data exchange platforms
• Belgilux data quality strategy
• GS1 data checker
Starting point
Data exchange platforms
Data Exchange Platforms of GS1 Belgilux

**CDB / GDSN**

- **Global Data exchange**
- **Logistical and Label Information** (and many other types)
- 200 suppliers (GDSN Europe: 7400 companies)
- 1 item = 1 hierarchical level
- Built in validations

**trustbox**

- **Local solution in Belgium & Luxembourg**
- **Food label data** (EU1169/2011 regulation)
- More than 1700 suppliers
- More than 30 data recipients
- 70,000 items (consumer units)
Data Flows

GDSN as a source for trustbox for B2B (2C) data

BRANDS

GDSN

SUPPLIERS

PLATFORMS

RECIPIENTS

B2B(2C)

B2C

2014
2015
2016
Trustbox

Live made for GS1 Belgium-Luxembourg, Brussels, 10/03/2015.
GS1 Data Quality Strategy
Current Belgilux Data Quality strategy

Pillars for DQ improvement

- A Priori Quality checks for new members
- Monitoring via the GS1 Data Checker
- Physical B2C Audits
- Physical B2B Audits
- Added value services (Full Data Capture, data completion, etc.)

What’s missing?

GS1 Service?
Current Data Flows

GDSN

BRANDS

GDSN as a source for trustbox for B2B (2C) data

B2B(2C)

B2C

SUPPLIERS

trustbox®

PLATFORMS

DQ Assurance
-A Priori checks
-Monitoring (DQ Checker)
-Physical Audits

RECIPIENTS

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All new Data Quality team

- Contribute to the DQ strategy
- Monitor and improve the Data Quality within the GS1 Belgilux systems for data exchange (trustbox and GDSN), so the data recipients have access to a complete data set which they can trust.
- Physically Audit the (B2C)data uploaded by suppliers
- Report about the evolution of the Data Quality
DQ Evolution (March – Jun 2015)

Data Quality Scorecard 2015

(From 98% to 99%)
(From 92% to 17% to 43%)
(From 1% to 2%)
(From 38% to 60%)

(* Week 23: change from Global validation rules to additional Belgilux rules)
GS1 data checker
GS1 Data Checker – what?

• Online solution
• To evaluate data quality
• Based on a series of predefined tests
• On data from GDSN and trustbox
Evaluate data quality

It is a dashboard!

- Shows the results
- Shows the test failures
- Shows the entered values
- A supplier can TEST a correction

- But CAN’T correct the data in the Data Checker itself
- ➔ make the corrections in your data source
Data flows to the GS1 data checker

**PLATFORMS**

- **B2B(2C)**
- **GDSN**

**BRANDS**

- **B2C**
- **trustbox**

GDSN as a source for trustbox for B2B (2C) data

Audit by GS1 BELUX

Audit by GS1 BELUX
What do the DQ scores mean?

• IMPORTANT:
  Difference in general scores (retailer view) vs. Supplier scores
• Only if a company has 100% data quality this will have an influence on the general score
• Suppliers have a more detailed scores across their products
What do the DQ scores mean?

- **Example:**
  - **Retailer view:**
    - 60% of all suppliers in trustbox have a DQ score of 100%
  - **Supplier view**
    - 1 item out of 2275 has at least 1 mistake.
    - This company will not be added to the general score
Examples of most occurring errors

<table>
<thead>
<tr>
<th>GDSN data (B2B)</th>
<th>trustbox data (B2C)</th>
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</thead>
<tbody>
<tr>
<td>13488 Tax Information Completeness</td>
<td>12027 Regulated Product Name nl Completeness</td>
</tr>
<tr>
<td>8830 Description Short en Completeness</td>
<td>10909 Communication Address nl Completeness</td>
</tr>
<tr>
<td>8752 Description Short de Completeness</td>
<td>10554 Communication Address fr Completeness</td>
</tr>
<tr>
<td>7901 Packaging Marked Exp Date Type and GPC Code Dependency</td>
<td>9445 Regulated Product Name fr Completeness</td>
</tr>
<tr>
<td>7601 Product Description de Completeness</td>
<td>8724 Contact Name Completeness</td>
</tr>
<tr>
<td>6951 Functional Name de Completeness</td>
<td>5727 Net Content and UOM Completeness</td>
</tr>
<tr>
<td>6528 Product Description en Completeness</td>
<td>5012 Net Content and UOM Validity</td>
</tr>
<tr>
<td>6236 Description Short nl Completeness</td>
<td>3413 Household Serving Size and Nutrient_Group3 Dependency</td>
</tr>
<tr>
<td>6137 Functional Name en Completeness</td>
<td>2181 Household Serving Size and Nutrient_Group2 Dependency</td>
</tr>
<tr>
<td>5989 Trade Item Country Of Origin Completeness</td>
<td>1920 Household Serving Size and Nutrient_Group1 Dependency</td>
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Conclusion
On the right track...

- Data quality is improving
- Still work to be done
- Use the GS1 Data Checker to weekly monitor your data
- If it’s not green, let it be seen → DQ Visibility
- Contact GS1 to help improve your score (quality@gs1belu.org)
Data Quality as success factor

- Only if the delivered data is reliable all parties can benefit
  - Consumers
  - Retailers
  - Suppliers

- A joint responsibility! GS1 can help companies.
- How long will it take you to have a green score?
- How to evaluate data? – input for new validation rules

... It is not easy being green...
Thank you for your attention
How to stay up to date with data quality?

1. Regularly check the website: http://www.gs1.org/data-quality

2. Register on staff directory and select “Data Quality” to receive data quality eNews

3. Contact
   Mark Widman, Director data quality: mark.widman@gs1.org
   Lorraine Knight, Director data quality EMEA: lorraine.knight@gs1.org
   Anouk Chavel, Sr Manager Marketing: Anouk.chavel@gs1.org