



Global Standards Management Process

## Attribute Definitions for Business

Mission-specific work group

Call to Action



### Background

The retail landscape is changing at an unprecedented rate. In this connected world, consumers increasingly rely on product information for purchasing decisions. Quality information is paramount to success, but many product attribute names and definitions that are used by industry are technical in nature, unclear and thereby open to interpretation.

To address this, Consumer Goods Forum (CGF) companies have examined how required data attributes and definitions vary greatly by retailer and region and result in confusion and unnecessary cost. Building on this effort, GS1 is launching an industry work group to clarify the data attribute definitions with respect to specific business processes: verify, list/order, move/store and sell product digitally and physically.

### Objectives

The objective of the Attribute Definitions for Business (ADB) workgroup is to develop clear business-oriented names and definitions for the critical attributes needed to support the business processes: verify, list/order, move/store, sell product digitally and physically. These new names/definitions need to be understandable to the business community as well as the technical community that supports the means of data exchange so there is no confusion over what information is needed. The work effort is expected to be complete by June 2019.

### Benefits

Manufacturers and retailers will have a clearer path to identify which attributes are needed to verify, list/order, move/store, sell product digitally and physically. Successfully exchanging easily understood and recognizable attributes will result in:

A Consumer Goods Forum (CGF) pilot of eight large global retailers and manufacturers revealed a lack of common agreement on the information needed to bring a product to market.

- a. **Increased** trust in the brand as products can be more accurately recognized during the shopping experience
- b. **Increased Sales** as more online customers engage due to better product descriptions
- c. **Lower Cost** of internal operations due to easier identification of needed attributes

## Impact

This effort is expected to bring **clarity** in the community's implementation of data exchange, via GDSN or any other data exchange mechanism. For example:

- There are no expected changes to the existing GS1 messaging as the new names and definitions will be in addition to the current technical attributes and definitions.
- Manufacturers will have a much clearer understanding of the attributes retailers require for a successful downstream sales process.
- Manufacturers can use the new business definitions to position their products in the best possible means for verify, list/order, move/store, sell digitally and physically.

## Who should join this work group?

### From industry

Stakeholders in the manufacturing and retail space involved in category management, brand management, brand marketing, e-commerce marketing, data management and others in similar disciplines who can:

- Bring a practical business acumen to the development of attribute names/definitions that are business-oriented
- Translate technical terms into actionable, easily understood business terms
- Focus on the data needs to support the processes of verify, list/order, move/store, sell products digitally and physically.
- Commit to an accelerated, high-energy project

## What is needed from GS1 Member Organisations

Representation by both business/industry engagement staff to:

- Socialise the Call to Action
- Identify the right person(s) from industry and encourage their participation in the work group
- Commit to help with the authoring and developing of 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
- Commit to a fast-paced standards development process

## How will the work group operate?

This work group will follow GS1's standards development process:

- **Analyse requirements** and input from industry as described in the work order and collect additional input to ensure that industry objectives are met
- Focus on the identified attributes that are critical to support the business processes (verify, list/order, move/store, sell product digitally and physically)
- **Develop** business-oriented attribute names and definitions for the simplified attribute set
- **Ratify and publish** the new standards for approval by the standards development community, ratification by GS1 governance bodies and publication

## Next steps

- **Register for the work group by 7 December 2018**
- **After registration, join us for the kick-off call on 9 January 2019 at 9am EST/3pm CET**
- **A physical meeting will be held the week of 14 Jan 2019 with final dates and location TBD shortly**
- **Help or questions? contact: [tasha.wiehe@gs1.org](mailto:tasha.wiehe@gs1.org)**

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