GS1 Innovation Network & Future of Identification

Adam Radziszewski, April Cason, Coen Janssen, Dipan Anarkat, Jacek Pucher
October 14, 2015
Anti-Trust Caution

• GS1 operate under the GS1 anti-trust caution. Strict compliance with anti-trust laws is and always has been the policy of GS1.

• The best way to avoid problems is to remember that the purpose of the committee is to enhance the ability of all industry members to compete more efficiently.

• This means:
  – There shall be no discussion of prices, allocation of customers, or products, etc.
  – If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.

• The full anti-trust caution is available via the link below, if you would like to read it in its entirety: [GS1 Anti-Trust Caution](#)
GS1 Global Strategy

Approved by Management Board and General Assembly (May 2014)

Mission/Vision

1. Purpose & Beliefs
2. Common Global Brand System

 Execution Quality

2. Standards Implementation
3. Data Quality

Sector Focus

3. Adoption of GS1 standards in Core and Emerging Sectors
4. Global Classification of Sectors and Business Processes

Digital

4. GS1 Digital Strategy with emphasis on GS1 Strategy for Omni-channel
5. Key Projects
   - GS1 Source
   - GTIN on the Web

Innovation

5. Global Business Technology Innovation
6. Local entrepreneurship and MO-MO sharing

Organisation

6. Common KPIs
7. MO Clustering supported by GO Cluster Managers
8. Common Trademark Agreement
9. Review Advisory Council
10. GS1 Organisational Culture
What is Innovation?

https://www.youtube.com/watch?v=Y3GmGAuZAfC
“Innovation isn’t so risky in the long run. Mediocrity is risky. Complacency is risky. Standing still is the riskiest move you can make.”

Tom Kelly, IDEO

“Culture eats strategy for breakfast.”

Peter Drucker
Innovation Matrix

- Breakthrough Innovation
- Sustaining Innovation
- Basic Research
- Disruptive Innovation

Problem Definition
- Well Defined
- Not Well Defined

Domain Definition
- Not Well Defined
- Well Defined
BASIC RESEARCH
SUSTAINING INNOVATION

Apple iPhone Time Line And Evolution

iPhone 5s
4 Inches

iPhone 6
4.7 inches

iPhone 6
5.5 inches

iPhone 6 S Plus

Cheerios

Honey Nut Cheerios

Chocolate Cheerios
WHY IS INNOVATION DIFFERENT?
Performance Engine Focus

Innovation Focus
Performance Engine Focus

- Repeatability
- Predictability
- Based on precedent
- Emphasize data
- Standard scorecard
- Highlight quarterly & yearly totals
- Hold firm expectations
- Focused on results

Innovation Focus

- Non-Routine
- Uncertain
- Start with a blank page
- Emphasize assumptions
- Custom scorecard
- Highlight trends
- Expectations often adjusted
- Focused on learning
Performance Engine Focus

GOAL: Maintenance, Survival, Minor-moderate growth

Innovation Focus

GOAL: Vision, Opportunities, Learning, Moderate-high growth
**Discussion**

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Related Tags: Innovation Network
## Documents

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News & Events

GS1 Future of ID & Capture Workshop

Barcelona, Spain • 28/5/2015

GS1 Future of Identification Workshop - Cambridge, MA

Cambridge, MA • 8/9/2015
Innovation Network Value

**Focused Ideation**
- Challenges
- Idea Growth & Evaluation Process
- Brainstorming Jams
- Hackathons
- Funding

**Collaboration**
- Visibility & Diverse Community
- InZone: Discussions & News
- Focus Groups and Incubators
- Knowledge Sharing

**Methodologies & Tools**
- Design Thinking & Creativity
- Fast Prototyping
- Expert Consultants
- Innovation Space
- Datasets, APIs,...

**Partnerships**
- Auto ID Labs
- Universities
- Industry Experts
- Startups
InZone Innovation Network Process

IZ: Brainstorm

IZ: Ideation

IZ: Focus Groups

IZ: Incubator Projects

Conclusion

GSMP Process
Crowdsourcing via Ideation

- Focused Challenges
- Idea Funnel
- Voting, Expert Review
- Focus Group or an Incubator Project
- Funding

1. Define
2. Discover
3. Decide
4. Deliver
Core Innovation Team?
“When we engage in what we are naturally suited to do, our work takes on the quality of play and it is play that stimulates creativity.” Linda Naiman
HackZurich experience: 550 developers, 130 apps, 40 hrs to develop
HackZurich 2015 Workshop poster
APIs for Payment, Digital Coupon and Basket information

Physical Store

Payment

Mobile Devices/ Product Identification

Aduno Group
the smart way to pay
Challenge: “Kiosk of the future”

Kiosk Setup:
- Goal: Developers and visitors should feel the “kiosk of the future”
- Realistic shelves, products, kiosk design
- Simplified POS
- 18 iBeacons

Idea:

Realization:
## Generated Ideas: Overview of resulting apps from HackZurich

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<th>Positive Retailing</th>
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**Vabingo**
- Bingo-Gamification of the out-dated Coffee Pass or 10-visit-voucher. Users purchase items off the list and receive coupons upon completion of a column or row. Cross-selling opportunity is large.

**Positive Retailing**
- Creating long-term customer relationships through Positivity and Simplicity. Consumers receive a balance on basis of a reimbursement for certain purchases.

**Tourio**
- The location-based smartphone tour guide you always dreamed off. If you are a tourist, you receive info on nearby sights and coupons for exploring new places and products. In your home town you receive coupons for products you regularly consume.

**Storioo**
- Interactive audiobooks app that allows exploring new locations by listening to a tourist guide or listening to a theme, such as horror or fairy tale.

**Festival**
- By connecting users at the same event to allow photo sharing, this app is the ideal tool for festival visitors. All event photos are shared with certain friends with the click on the friend’s icon, allowing for convenient photo sharing, especially at festivals.

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**Ka-Ching**
- K-Ching is a mobile application that offers personalized coupons to the user. It enables a retailer to cross-sell complimentary products via his different stores.

**Volantis**
- Proximity enabled coupon gaming: Players can win coupons by winning arcade games versus other players or the kiosk itself. Games are initiated via Bluetooth.

**Coupon Aware**
- Coupon Aware allows users to create shopping lists and receive coupons on basis of categories and products. Shopping lists can be shopped off in parallel (real-time sync).

**SnackPlanner**
- SnackPlanner plans your travels in a new way: Depending on your stops, the app gives you coupons when you have time and wait for the next train.

**KarmaCoffee**
- Saving the world, one coffee at time: KarmaCoffee brings together people in need and consumers. Every time you buy an item, the app asks you to donate the same item for a refugee.
Design Thinking
Design Thinking (Human-Centered Design) is an iterative problem solving approach that focuses on empathy, “fast-failing learning”, and meeting the real needs of people.
TRADITIONAL PROCESS
DESIGN THINKING PROCESS

- EMPATHY
- DEFINE
- IDEATE
- PROTOTYPE
- TEST

Focus.

FLARE!
Design Thinking Journey
Jacek Pucher, GS1 Poland
Get Ready – all in 2015!

• Core Innovation Team
• Updated InZone Innovation Platform (Focus Groups, improvements)
• Challenge base ideation – solving a real problem together
• “Innovation & Change" webinar
• "Design Thinking" webinar
• "Creativity Techniques" webinar
Vision of the Platform
Why the Platform?

Organizing & Enabling Accessibility of Services

Easy to Understand, Easy to Use

Enabling 3rd Party Innovation

Standardized Experience
Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple.

Steve Jobs
Future ID Evolves into ....
GS1 needs to be viewed as a platform...

“Platform for Digital Commerce”

- Platforms draw value from Network effects
- Value rises as more people use the platform
- To scale network effects, attention must shift from inside to outside the company
- Platforms build demand and raise visibility and value of all products and services

*Metcalfe’s law (telecommunications)*
Value of the network is proportional to the square of the number of connected users of the system \((n^2)\)
Requirements & Benefits

- **Applications**
  - **Requirements**: Sufficient room for GS1 premium services (GDSN, Ftrace, GS1 Source), but also for non-GS1 applications
  - **Benefits**: Cleaner distinction between core data standards and application standards / sectorial agreements

- **GS1 Core Platform**
  - **Requirements**: From prefix level to key level registry
  - **Benefits**: Real value is in registry linking to data sources

- **Technologies**
  - **Requirements**: Create level playing field for all applications (also non-GS1 services)
  - **Benefits**: Bridging gap between key allocation and registration (easy accreditation)
  - **Benefits**: Decoupling technology and data layer, allowing to better keep up with technology innovation while ensuring interoperability
Open Key-Level Registry

Registry

Requirements:
- highly secure and stable
- core open data set for all apps
- closed / encrypted for data for special apps
- key level for GTIN, GLN, ...
- serial range level for serialized keys SSCC, SGRAI, ...
- prefix level for all keys
Now it’s Your Turn...GS1 Platform

Two-part challenge – you can win a prize!

• Create a value proposition for
  - a manufacturer
  - a retailer
  - a logistic services provider
  - a regulator
  - an IT solution provider

• Create an platform elevator pitch for
  - An app developer
  - A CEO
  - A family member
QUESTIONs

so does anyone have any questions?