



The Global Language of Business

# GS1 Standards Event – A digital experience

## Global Data Model – Business Case Flash Talk

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Christian Zaeske, Director Master Data Management, METRO AG & Member of GS1 Data Excellence Board  
Markus Mueller, Director Global Data Model Programme, GS1 Global Office  
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# Anti-trust caution

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- GS1 operates 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 group 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, boycotts, refusals to deal, or market share.**
  - 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: <http://www.gs1.org/gs1-anti-trust-caution>.

# Statement & reminder for seeking intellectual property information

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- Relevant to the features of the specification that are being developed in this work group, if anyone has knowledge or information about intellectual property rights, such as, patents or patent applications; please promptly convey this information to the work group facilitator.
- The intellectual property rights can either be in development or owned by persons, companies or third parties within this work group or outside this work group.
- We do this under the guidance of the GS1 Intellectual Property Policy, so that GS1 can seek to avoid the uncertainty regarding intellectual property claims against the Specification.

# Your speakers

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Christian Zaeske  
Director Master Data Management, METRO AG  
Member of GS1 Data Excellence Board



Markus Mueller  
Director Global Data Model Programme, GS1

# What to expect?

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- The GS1 Global Data Model Business Case
- Recent McKinsey & Company Publication on the GDM
- Creating value from a retailer's perspective

**Note:** The **Global Data Model session on Driving Global Adoption** will start immediately after this Flash Talk without any break. Due to time constraints we cannot take questions during the Flash Talk. Nevertheless, Christian and Markus are happy to take questions at the end of the Global Data Model: Driving Global Adoption session.

# What is the GS1 Global Data Model?



**„The GS1 Global Data Model Standard is the set of foundational data attributes that are needed to list, order, move, store and sell products“**

# Why are we doing this?





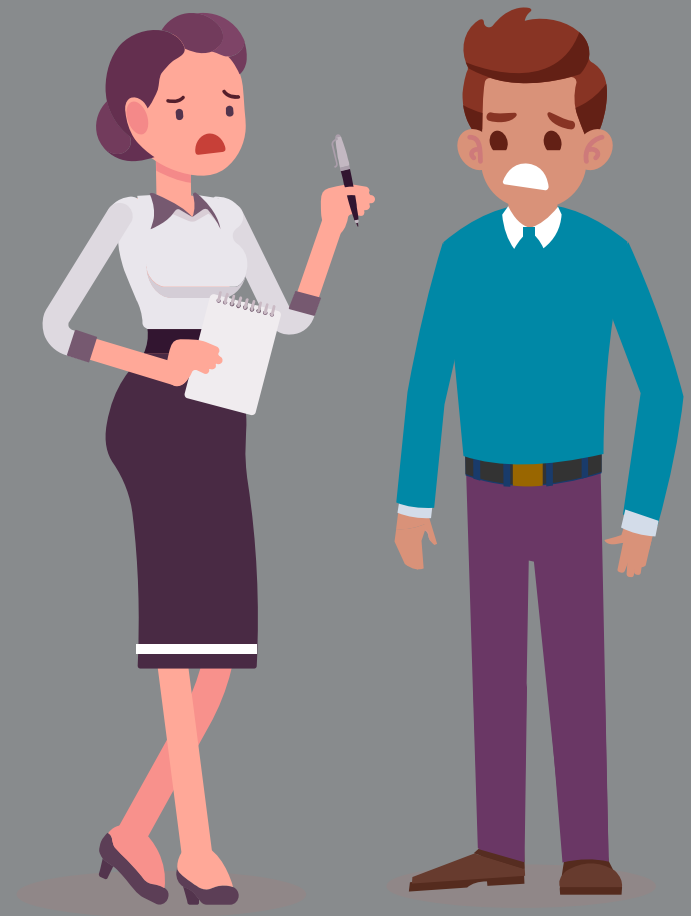
**up to 500  
customized  
data formats**



# 700 attributes per SKU on average



# 3-5 people per market





**10-15  
interactions  
per new SKU**



# 15K issues with inaccurate product data



# Up to 2 weeks eCommerce listing time

# Inefficiencies & high cost





# Slow time-to-market & poor consumer experience



**“Foundational data is non-competitive in the digital and physical retail environment.”**

**Source: The GS1 Global Data Model Business Case**



**“A standard model will increase operational efficiencies with faster, easier, and cheaper management and exchange of foundational data.”**

**Source: McKinsey & Company, Publication by Kari Aldridge and colleagues  
‘Want to improve consumer experience? Collaborate to build a product data standard’**





## Increased operational efficiencies

Brand owners and retailers will benefit from increased operational efficiencies as the GS1 Global Data Model makes it easier to share quality product data across trading partners. Specifically, the GS1 Global Data Model will:

- 30%-60% reduction in effort for data exchange
- Simplify data management and quality control
- Reduce the cost of mitigating data issues
- Maximise opportunities to leverage advanced analytics

Source: [www.gs1.org/standards/global-data-model/one-product-one-experience-every-channel](http://www.gs1.org/standards/global-data-model/one-product-one-experience-every-channel)

**“Standardizing foundational data is a first step to free up companies to focus on what matters more—building differentiated consumer experiences to compete better in the omnichannel world.”**

**Source: McKinsey & Company, Publication by Kari Aldridge and colleagues  
‘Want to improve consumer experience? Collaborate to build a product data standard’**





## Improved consumer experiences

Consumers will benefit from seamless, omnichannel shopping experiences as the GS1 Global Data model improves the availability, completeness, accuracy and timeliness of product data. Specifically, the GS1 Global Data Model will:

- Make it easier to find the right product online
- 5-10% reduction in returns driven by product data
- Speed availability of new and unique products
- Help deliver personalized experiences and offers

Source: [www.gs1.org/standards/global-data-model/one-product-one-experience-every-channel](http://www.gs1.org/standards/global-data-model/one-product-one-experience-every-channel)

# Creating value from a retailers perspective



# Where do you see the biggest value in adopting the Global Data Model?



# One product. One experience. Every channel.

... across all markets!

→ Increase of data quality and speed





# What needs to happen to achieve the desired benefits?



# Driving community wide adoption

- Inform
- Onboard
- Educate & Train
- Use



# What impact will the GDM implementation have on your company?



**Foundational product master data for full store and long tail assortments across all countries**

**→ always available, in time and quality, on the web and in our stores!**

**Active, more centralised data governance and exchange!**

**Increased customer experience in store and online!**

# Thank you!

**And please be invited to join us in the session:  
The new Global Data Model Standard – driving global  
adoption**



Can't join the GDM session?  
**Questions by mail**

✉ [globaldatamodel@gs1.org](mailto:globaldatamodel@gs1.org)



Thank you to the core partners across geographies who have partnered with GS1 to develop the GDM business case

**METRO**

*Johnson & Johnson*

★ **Heineken**<sup>®</sup>



**Nestlé**

**Walmart**



**colruyt**



**MiGROS**



**PEPSICO**



**Ahold  
Delhaize**

**P&G**

*Wegmans*

grupo **éxito**<sup>®</sup>



# GDM Business case Resources

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- <https://www.gs1.org/standards/gs1-global-data-model>
- <https://www.gs1.org/sites/default/files/want-to-improve-consumer-experience-collaborate-to-build-a-product-data-standard.pdf>

Please contact us for the full Global Data Model Business Case Slide Deck collaboratively developed together with industry, data pools and McKinsey & Company.