



The Global Language of Business

GS1 Standards Event – A digital experience

Global Data Model – Driving global adoption

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23 June 2020



Anti-trust caution

- 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

- 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.

Meeting etiquette

- Meetings will **begin** and **end** promptly as scheduled
- **Be present** – avoid multi-tasking
- **Avoid distracting behaviour:**
 - Place mobile devices on silent mode
 - Avoid doing other work as much as possible
- **Be considerate**
 - Use chat function to ask questions
 - Raise hand before speaking freely
- **Respect work group decisions**
 - Avoid re-opening decisions unless there is a significant quality impact
- **Collaborate** in support of meeting objectives
 - Ask questions
 - Be open to alternatives
- **Be representative**
 - Avoid personal remarks
 - Do not speak for your company or community if you do not clearly understand their needs
 - Votes should reflect the needs of your company or community

What to expect?

Driving global adoption:

1. Introduction to the GS1 Global Data Model
2. Work-in-progress
3. Orchestrating implementation together

Showcase: Two best-practice examples for initiating local & regional governance.

4. Global Data Model Engagement @ GS1 Colombia
5. GS1 in Europe: Kicking off Regional Governance in Europe

Q&A time:

6. GDM Flash Talk and GDM Driving Global Adoption sessions



Introduction to the GS1 Global Data Model

The GS1 Global Data Model

One product. One experience. Every channel.

The GS1 Global Data Model helps leverage product content for a seamless shopping experience across every channel.

By simplifying and harmonising the exchange of product data around the world, the GS1 Global Data Model standard increases operational efficiency for brand owners and retailers and improves data accuracy and completeness for consumers.



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

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

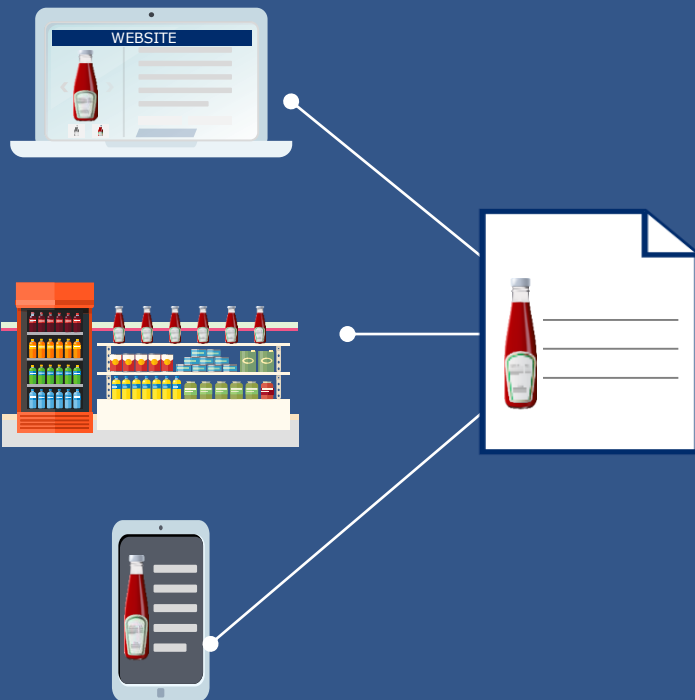
Source: The GS1 Global Data Model Business Case



To improve the omnichannel consumer experience, brand owners and retailers should consider what truly differentiates and what can be standardised

Foundational data is non-competitive in the digital and physical retail environment

- Product data is comprised of both **foundational and differentiated attributes**
- **Foundational attributes can be harmonised** to enable timely, accurate, and consistent data exchange for brand owners and retailers
- Retailers and brand owners can **shift focus to designing differentiated consumer experiences** versus verifying data quality
- Harmonised data will also unlock **new opportunities through advanced analytics**



Overall, the Global Data Model will enable improved consumer experience and will reduce complexity by harmonising foundational data across the industry

Increased transparency and seamless omnichannel experience



Improve consumer experience

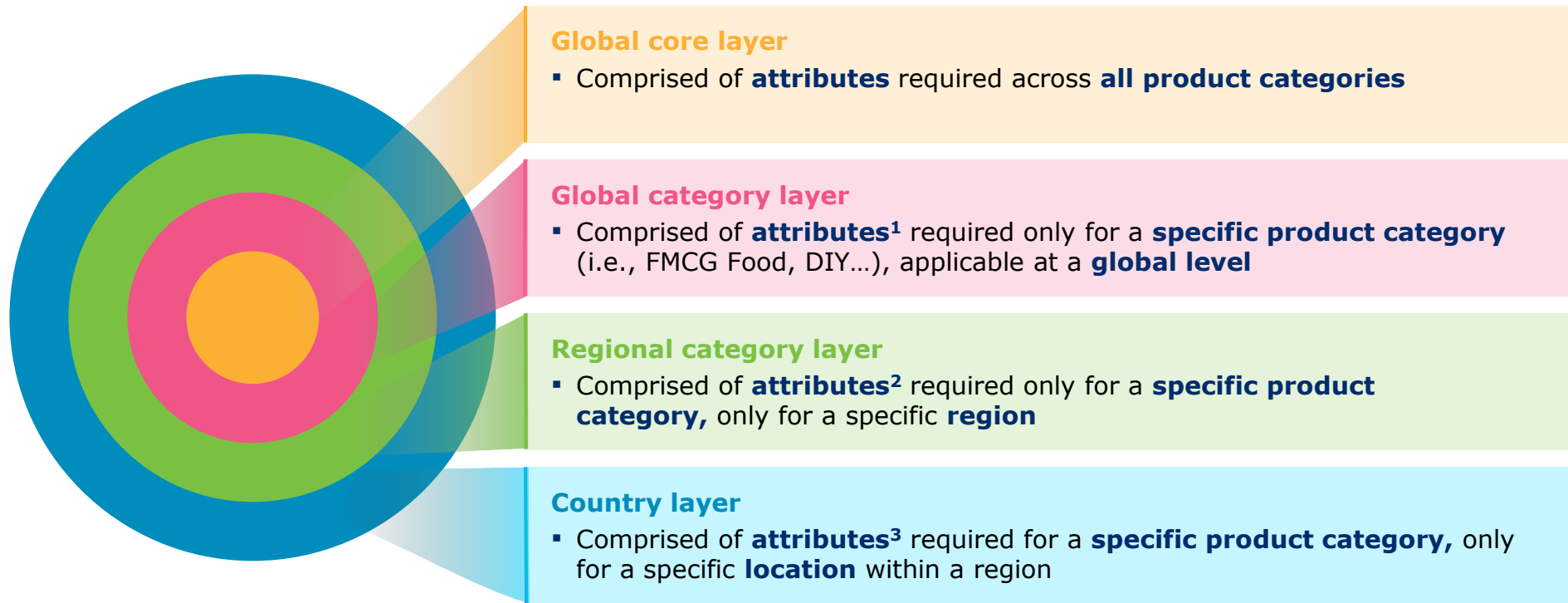
Simplified and Harmonised Global Data Model (GDM)

Faster, easier, cheaper management and exchange of foundational data



Increase business partner efficiencies

GDM uses the concept of layers to identify product attributes required for data exchange



¹ These attributes are mandatory or optional depending on the product subcategory (e.g. "Storage temperature" is mandatory for "Meat" subcategory, while it's not mandatory for "Canned shelf stable products" subcategory)

² These attributes are mandatory or optional depending on region (e.g. "Allergen statement" is mandatory in North America region due to regulatory requirements, while it's not mandatory in other regions)

³ These attributes are mandatory or optional depending on country (e.g. "Packaging Material Quantity" is mandatory in some countries, while it's not mandatory in others)

Categories covered by the standard

Current release covers the following retail categories:

- FMCG Food & Near Food
- Alcoholic beverages
- Pet Food
- Tobacco



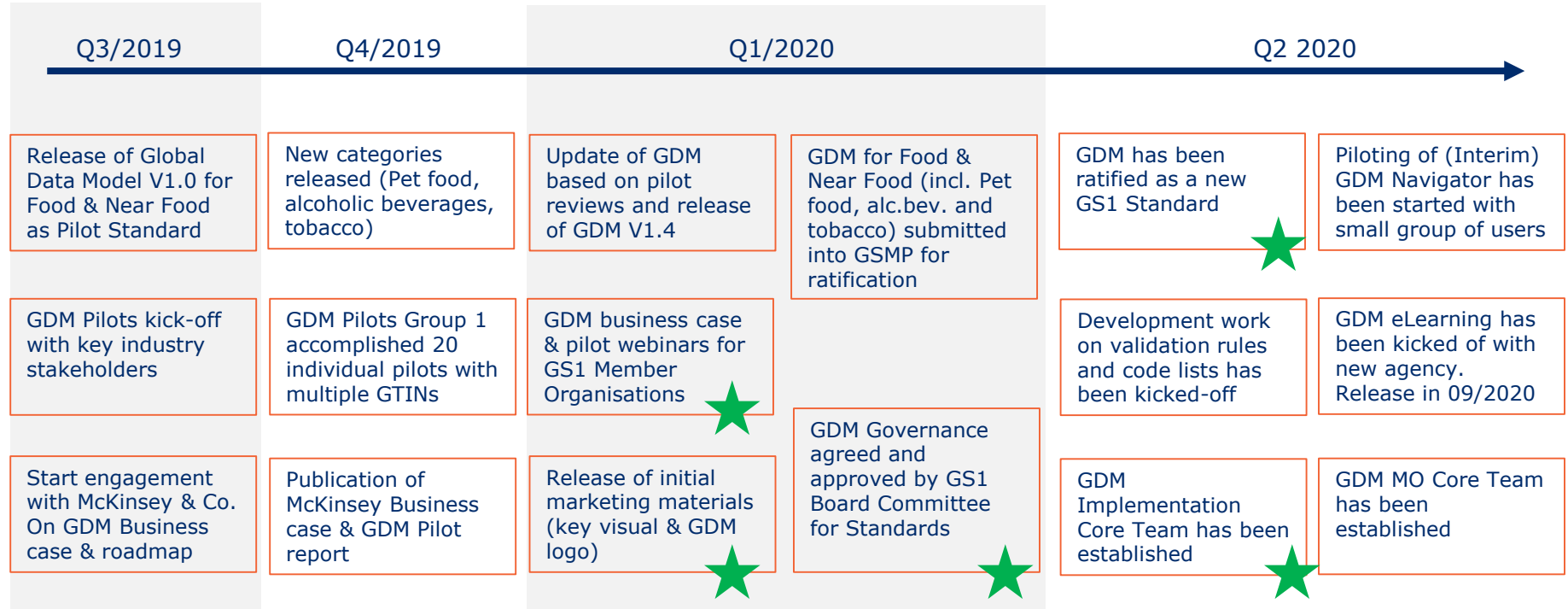
The term "**near-food products**" refers to drugstore products (e.g. skin care products), but also cleaning agents, etc. So products that are not food, but are still offered by supermarkets because they represent everyday consumer goods.

Planning horizon:

The GS1 Advisory Council has encouraged the GDM team to plan the GDM development for Non-Food categories, e.g. Cosmetics or Apparel in alignment with the new Marketplaces advisory team.

GDM work-in-progress

GDM - Recent Achievements



GDM Programme – work in progress

- Development of **Code Lists and Validation Rules** for the GDM
- Continue the Attribute Definitions for Business work for additional attributes identified as part the GDM development work
- ★ Create a **business implementation guide** and an **attribute implementation guide** including an extensive set of example images that highlight the usage statements.
- ★ Develop a **GDM eLearning** for industry and GS1 MOs
 - Formation of **Local and Regional Governance teams** that will be responsible for the ongoing maintenance and further harmonization of the GDM Local and Regional layers.
- ★ Development & Piloting of an **(Interim) GDM Navigator**

Getting ready to implement the GS1 Global Data Model

More than 50% of CGF Data Coalition members are planning to implement the Global Data Model across 10 countries in 2020!

Q3/Q4 2019

Pilots & business case

Creating the foundation

1

Q1/Q2 2020

GDM & ADB

Standard

Fast ratification

2

Q2-Q4 2020

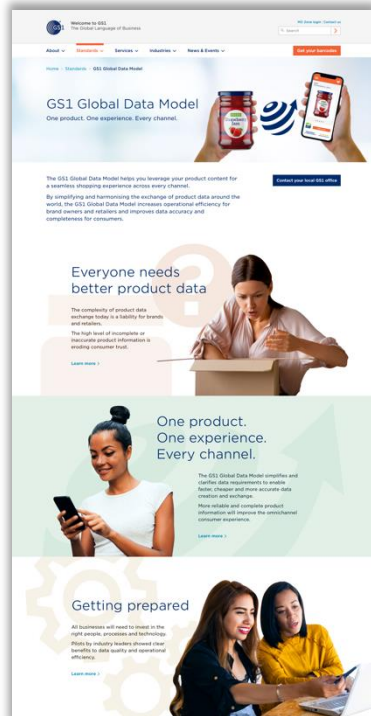
*Implementation &
adoption*

Initiate & orchestrate GDM
implementation together

3

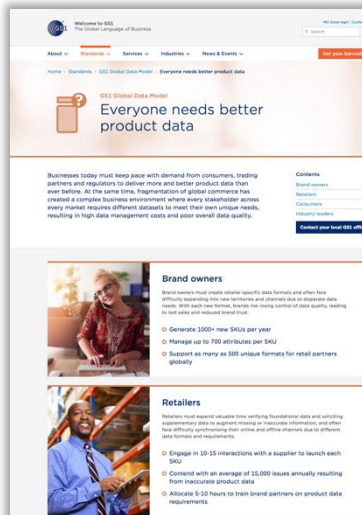
Orchestrating implementation together

Web pages for www.GS1.org & local MO websites

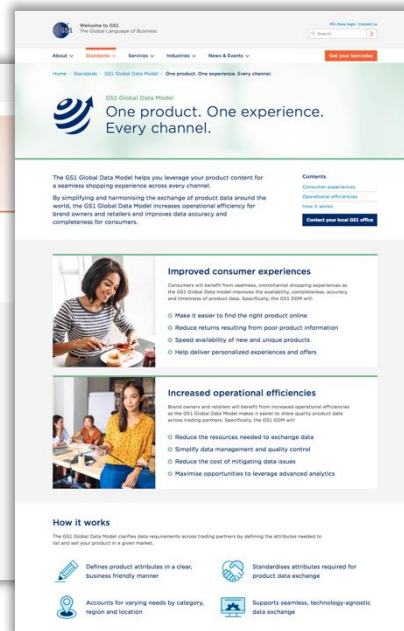


Landing page

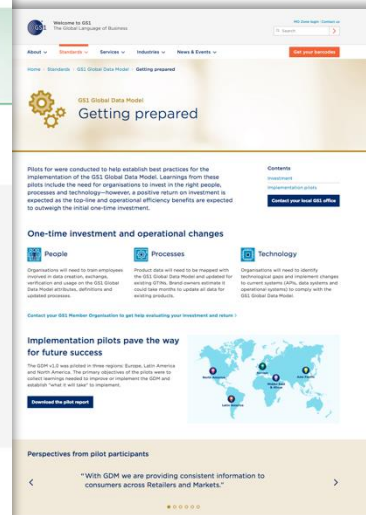
Why adopting GDM



What it is and value it delivers



How to implement



Commitment

Cambridge dictionary says: *a promise or firm decision to do something*

We ask for your:

- Commitment to implement GDM (industry)
- Commitment to support the deployment of GDM (GS1 MO)

Being part of the GDM Programme and getting a voice in this group will require formal commitment to either implement or support the deployment of the GDM. This formal commitment needs to have senior leadership support.

GDM Implementation Guidance

The team is currently working on 2 separate guides which both will be submitted into GSMP once a first draft has been reviewed by the community.

- 1. Business Implementation Guide** – How to implement a Global Data Model
 - focuses on the business aspects and how to get started.
 - draft planned for end of July 2020

- 2. GDM Attribute Implementation Guide** – Detailed implementation guidance for GDM/ADB by attribute
 - focuses on the technical implementation aspects
 - draft planned for Q4/2020

Metrics definition and KPIs

- Track GDM global adoption on a monthly basis
- **Assumption:** GDM can only be successful if we scale adoption. Therefore, we need to track and actively manage engagement efforts, as well as implementation progress.
- For the start we will look at 3 different groups
 1. Industry (CGF Data Coalition, 24 companies)
 2. GDSN Data Pools
 3. GS1 Member Organisations

Global Data Model @ GS1 Colombia

Initiating GDM locally

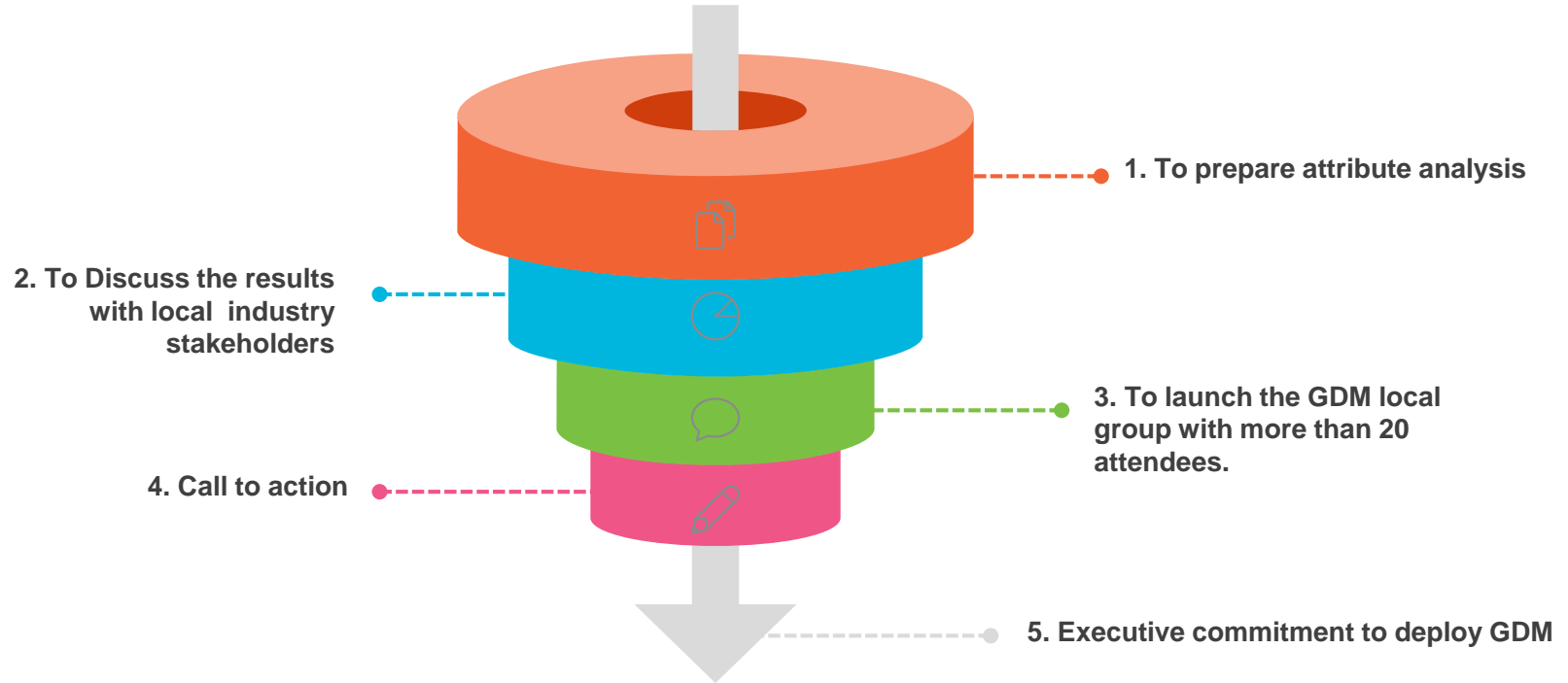
Rafael Flórez, Katherine Tabares (GS1 Colombia)

Overview



1. Preparing the engagement
2. Results of Methodology
3. Next steps

Preparing the engagement



Result of building pilots groups

Food

Jerónimo
Martins



Near Food



Johnson & Johnson



L'ORÉAL

food



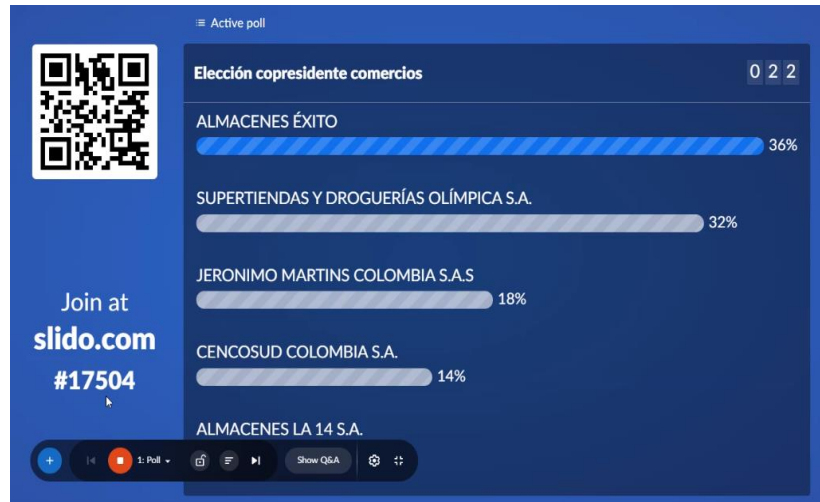
Kellogg's

PCS
PROMOTORA
DE COMERCIO SOCIAL

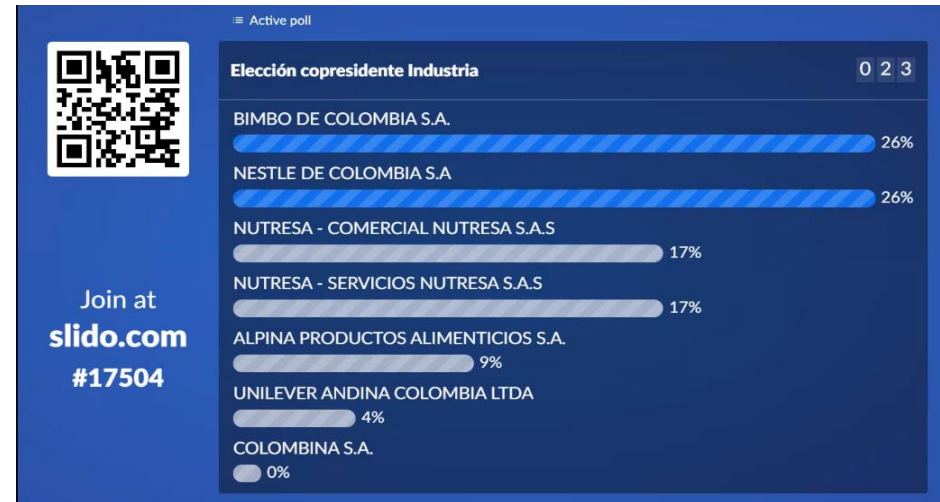


GDM ambassadors from our user community

Results of the voting: **retailer**



Results of the voting: **Brand owner**



Next steps



1st stage: Understanding

- Global fields publication
- Material translated into Spanish: Marketing Kit



2nd stage : sharing knowledge

- To Launch GDM training modules



3rd stage : Engagement

- GDM Collaborative Group
- New brand owners and retailers involved in local pilots



4th stage sustainability

- Stabilization of the model: sustainability.



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GS1 in Europe: Kicking off Regional GDM Governance

Initiating GDM on regional level

Henk-Jan Timmerman (GS1 in Europe)

The history of the Global Data Model

2020

Implementation

2019

Development

2018

Conception



Implementing the Global Data Model (locally)

**Implement global
and regional layers
of the GDM**

**Have a GSMP
process in place with
Industry**

**Share and update the
local layer with
Global Office**

**Intention to submit
the local layer as a
standard**

Implementation of the Global Data Model

Mature markets

Driven by GS1 MOs and industry

Active user group available

Gap analysis with local data model

Implementation plan

Governance regional and local layer

Commitment statement by MO CEO

Emerging markets

Driven by industry (and GS1 MOs)

Retailers start using GDM

Use global data model as first version

Get organised with other industry

Governance regional local layer

Commitment statement by leadership

Implementation in Europe – a prediction

■ First wave implementation

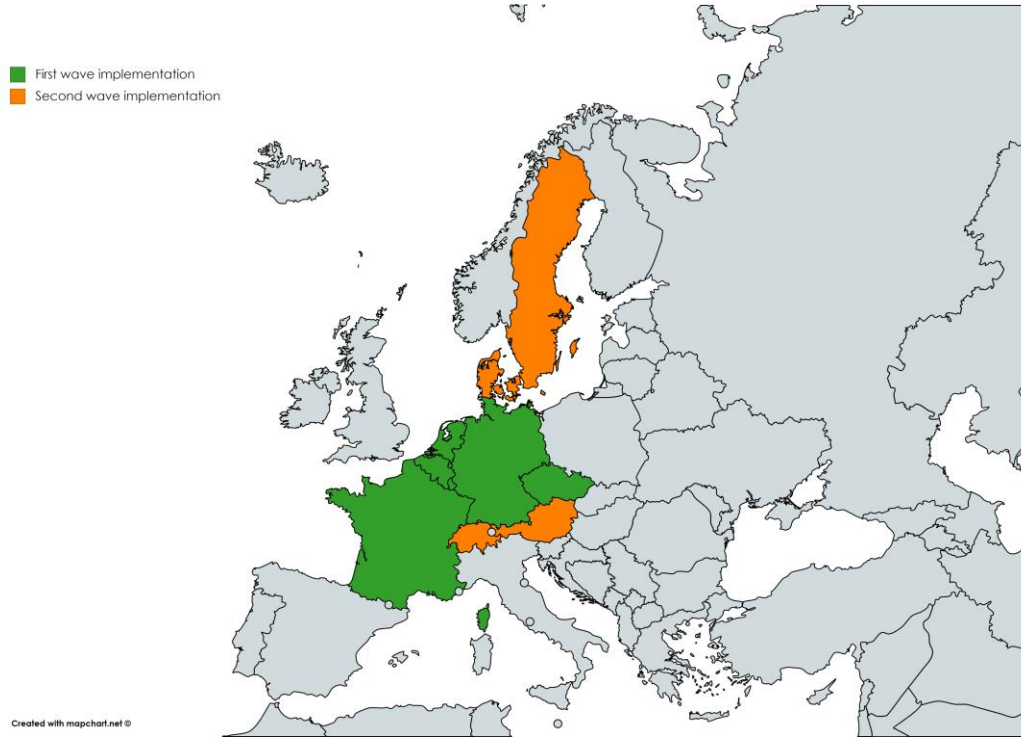


Created with mapchart.net ©

Implementation started
(gap analysis):

- Belgium & Luxembourg
- Czech Republic
- France
- Germany
- Netherlands

Implementation in Europe – a prediction



Intention to implement
(through industry or MO):

- Austria
- Denmark
- Sweden
- Switzerland

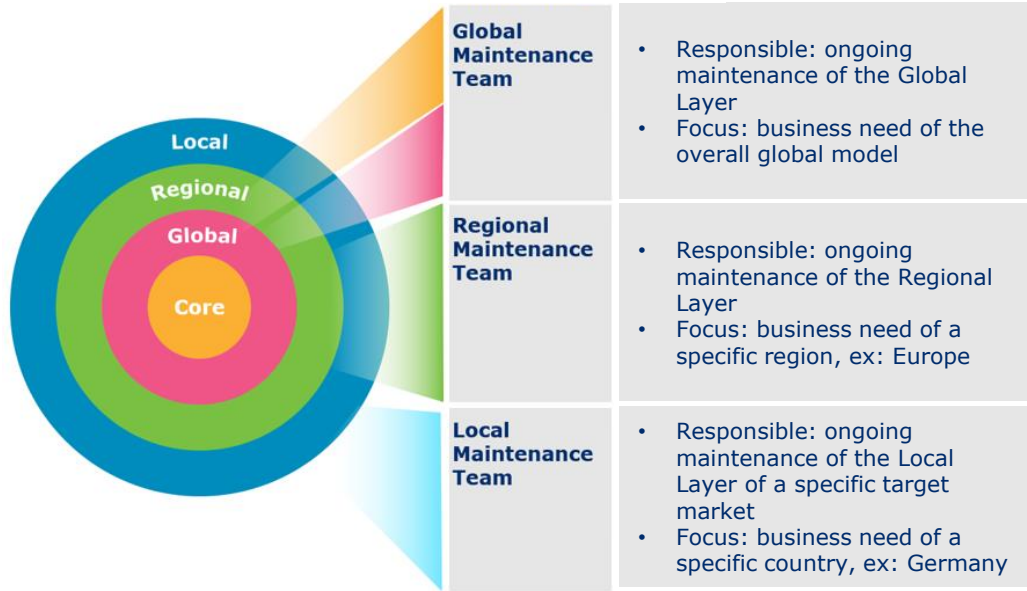


- Spain
- UK
- Poland
- Romania
- Turkey

mania
rkey

Subject to change

Regional maintenance – GS1 in Europe



GS1 in Europe

Data excellence user board & global data model

3 July 2020: 09:00 – 11:00 CET

Questions

✉ globaldatamodel@gs1.org

