



Case Study

# How the GS1 Global Data Synchronisation Network (GDSN) is changing the game for Carrefour and its suppliers

As one of the largest multinational retailers in the world, Carrefour leverages the GS1 Global Data Synchronisation Network (GDSN) across both B2B and B2C channels to facilitate global communication and to continuously improve its data quality to better inform its clients. The impact of GDSN implementation can be seen across nearly every aspect of day-to-day business, enabling the organisation to meet ever-increasing consumer expectations for data. Carrefour’s GDSN journey spans 15 years and continues to evolve to this day.

## Carrefour was among the first to realise the potential for GDSN to drive its business forward

Carrefour France was one of the first companies in the world to join the GS1 GDSN. “The idea was to simplify exchanges with our manufacturers,” explains Marina Guégan, Master Data IT Director at Carrefour.

To realise this objective, Carrefour first identified trading partners with which to conduct its initial pilots. Within a year, product data for a portion of the organisation’s food and non-food (near-food entities) fast-moving consumer goods (FMCG) catalogue had been integrated into GDSN, while the rest still required manual input via a Microsoft Excel spreadsheet.

In order to move the remainder of its catalogue to GDSN, Carrefour partnered with GS1 on a wide-reaching initiative to engage both its suppliers as well as internal stakeholders to communicate, acculturate and demonstrate the efficiencies made possible by GDSN.



### In short

**Company:** Carrefour

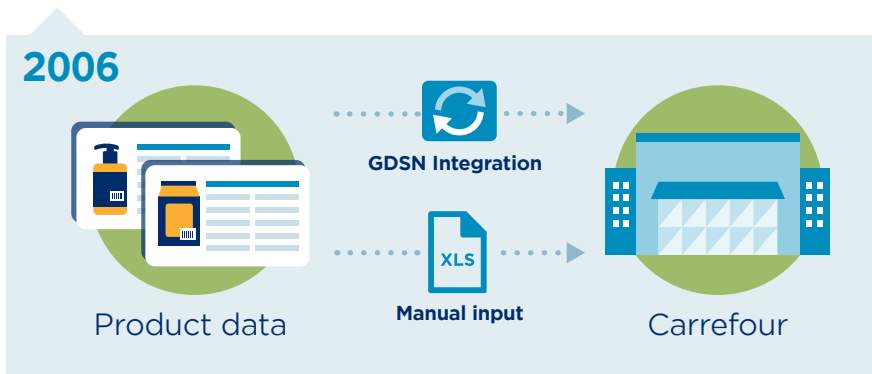
**Type:** Retailer

**Market:** National

**Sectors:** FMCG, food & non-food

“With GDSN there are fewer human mistakes. Even better, error origins were difficult to track back due to the number of exchanges. Now, suppliers feel more committed to the quality of data they share.”

**Marina Guégan**  
Carrefour



## Automation with GDSN yields dramatic time savings



**8-10** min  
for product sheet  
confirmations → **Nearly  
zero** min  
per product sheet

**multiplied by thousands of products**

### GDSN implementation saves Carrefour 8-10 minutes per product, multiplied across thousands of new products per year

These efficiencies have been realised in part because the GS1 GDSN ensures quality input. Many aspects of product information exchange are automated, and time is saved because the retailer does not need to check product sheets for completion on mandatory attributes; instead, they need only focus on the data itself.

Prior to GDSN implementation, a minimum of three to four back-and-forth exchanges were required between Carrefour and its suppliers in order to execute a single product sheet—a process estimated to take 8 to 10 minutes per product. Multiplied across thousands of unique products and suppliers, the process consumed a tremendous amount of time and effort. Thanks to the GS1 GDSN, that figure has been reduced to nearly zero today.

“Oftentimes, our partner SMEs think GDSN is too technical for them, that they are too small. It is not, because GDSN is about people before data. For example, we agree with our manufacturers on the attributes needed so they only fill in the ones that we need to for the consumers, not more.”

**Thierry Villate**  
Carrefour

### The GS1 GDSN enables business efficiencies spanning new products & partnerships with enterprises of all sizes

Year after year, Carrefour has expanded its GDSN programme through new partnerships—targeting not only large suppliers, but small and medium ones as well—in order to industrialise data acquisition. The organisation

now receives as many as 322,000 new products per year, totalling more than one million since the outset of the initiative.

Carrefour has gained efficiencies in planning as well. New attributes can be made available in advance to be used in future product sheets. This empowers all trading partners to bring new products to market quickly and easily. GDSN also enables the organisation to better structure product data and improve data quality overall.

These improvements have real-world implications; for example, if a trading partner demonstrates an above-average rate of error, Carrefour can easily identify the issue and work with the supplier to correct the mistakes and take steps to ensure that their data quality improves in the long run.



Up to  
**322,000**  
new products per year



**1,000,000**  
products since the  
outset of the initiative

**Empowering all trading partners  
to bring new products to market  
quickly and easily**



**The GS1 GDSN has enabled online shopping platforms to deliver reliable product information to consumers**

Today, the utility of product data has expanded beyond the supply chain. Accurate information is not only relevant within a B2B context—this information now flows all the way to the end consumer. Through the GS1 GDSN, product information moves seamlessly from manufacturer to retailer to the consumer via their local shop or e-commerce marketplace. GDSN supports this B2B2C journey by helping to ensure core product attributes are supported (e.g., size, weight, composition, etc.) as well as digital content such as the product description and images. This new range of attributes is helping Carrefour execute its “Act for Food” strategy and to overcome new and evolving challenges in today’s digital landscape.

**The GS1 GDSN has fuelled Carrefour’s digital transformation, empowering its consumers to make better-informed decisions about the products they purchase by making it easier for the organisation to send and receive high-quality product information. Now more than ever, this data is key to omnichannel commerce and can have a crucial impact on sales as well as consumer satisfaction.**

**When product content is accessible and accurate, your business wins**

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Interested in GDSN? **Get in touch with one of its data pools** ▶

**\*About the Carrefour Act for Food Initiative**

OUR MISSION IS TO PROVIDE OUR CUSTOMERS WITH QUALITY SERVICES, PRODUCTS AND FOOD THAT IS ACCESSIBLE TO ALL ACROSS ALL DISTRIBUTION CHANNELS. THROUGH THE EXPERTISE OF OUR EMPLOYEES, A RESPONSIBLE AND MULTICULTURAL APPROACH, OUR BROAD TERRITORIAL PRESENCE AND OUR ABILITY TO ADAPT TO PRODUCTION AND CONSUMPTION MODES, OUR AMBITION IS TO BE THE LEADER OF THE FOOD TRANSITION FOR EVERYONE.

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