GS1 Industry & Standards Event 2019
9-13 September 2019 – Lisbon, Portugal

Transforming business together

Session: GDSN User Group

Time:

Who may attend: Everyone

Speaker(s):
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 promptly as scheduled**
• **Be present – avoid multi-tasking**
• **Avoid distracting behaviour:**
  - Place mobile devices on silent mode
  - Avoid sidebar conversations
• **Be considerate**
  - Avoid monologues
  - Keep comments concise
• **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
WiFi internet access

- Select network “Sheraton Lisboa” and connect
- Login: **GS1events**
- Password: **GS1events**
Agenda Review
Welcome / Introductions

• Group Introductions
See Agenda

- Document new items
GS1 Data Governance
Organisation and roles

GS1 General Assembly
(Representatives of all GS1 Member Organisations)

GS1 Management Board
(Key leaders from multinationals, SMEs and Member Organisations)

GS1 Global Office
• Lead the development of new standards and systems
• Lead the development of the global marketing strategy
• Support local implementation
• Align/communicate

GS1 Data Excellence Board
GS1 Innovation Board

* BCS is a subcommittee of the Management Board
• IESC & Architecture Group

Local GS1 Boards
(Key leaders from national companies)

Local GS1 Member Organisations
• Help in the design of new systems
• Lead local services
• Lead local implementation
GS1 Data Excellence Governance Structure
September 2018

GS1 Data Excellence Board oversees GDSN, Global Registry and GS1 Data Quality

Focus: Long term vision / mission and initiatives which drives shorter term 1 – 2 year action plans and measures

Advisory Committees
(Non Board Chartered Committees)

DQ Steering Committee  GDSN User Group  Operations and Technology Group (OTAG)

GS1 Data Excellence Board reports to the GS1 Management Board for ratification and final approvals
Roles and Responsibilities of GS1 Data Excellence Board Members

**Strategic:**
- Sets strategic direction for the GS1 Data Excellence including the GS1 Global Registry™
- Approval of the GS1 DE 3Y and 1Y Strategic Plans

**Fiduciary:**
- Approval and oversight of annual budget (includes allocations for projects in flight, network releases, certifications, new projects, software development and operational expenses)
- Determines and approves the financial model to support annual budget
- Assurance that the data pool and data aggregator fees are cost effective, globally applicable, and equitable

**Operational:**
- Stewardship of the Certification processes and the Certification criteria.
- Make recommendations to the GS1 Management Board
- Monitoring of effectiveness and adequacy of resource utilization
- Monitoring of progress versus agreed plan
- Proactive communication of GS1 Data Excellence
- Active participation in GS1 DE Board and subcommittees (minimum of one)
GS1 Data Excellence Board of Directors Current Membership

Current Membership (charter 35 maximum)

Supply & Demand Side (18)  
(6 Open Positions)
- Lori Schrop – J.M. Smucker Company
- Retailer - Pending
- Jean-Marc Klopfenstein – Nestle
- Vincent De Hertoghe – Delhaize
- John Phillips – PepsiCo
- Markus Tkotz – Markant
- Christian Zaeske – METRO AG
- Laurent Seroux – Proctor & Gamble
- JP de Villiers, Walmart
- Grant Hodgkins, Smith and Nephew
- Nate Whitten, Lowes
- Vivek Nadadur, J & J
- Manufacturer - Pending

GS1 MOs /Country DPs (8*)  
(2 Open Positions)
- Maria Palazzolo – GS1 Australia
- Art Smith – GS1 Canada
- Thomas Fell – GS1 Germany
- Jan Somers – GS1 Belgium/Luxembourg
- Pieter Maarleveeld – GS1 EU
- Lars Kyed – GS1 Denmark

Solution Providers (7)  
(0 Open Position)
- Karin Borchert – 1Worldsync
- Paul Salay – Gladson / FSEnet
- Dave Ralph – Commporrt
- Marc Blanchet, Viagenie
- Dr. Stefan Hesse – Alkemics
- Mike Nickituk, Nielsen Brandbank
- Rafael Florez - LOGYCA

Strategic Positions (1)  
(1 Open Position)

GS1 GO
- Sanjay Mandloi

* GS1 MOs: 2 EU (min), 2 Amers (min), 2 rest of world
GS1 Data Excellence Board engagement model

All GS1 DE Board members are required to actively participate in the GS1 DE Board and a minimum of one sub-committee (Nominating, Finance, Certification)

To ensure delivery at “speed of business” for identified strategic topics:

- Concrete and active participation of GS1 DE Board Members in identified GDSN topics.

- One GS1 DE Board Member will lead each identified topic (GS1 DE Board Member co-leaders will be identified to ensure cross representation of demand / supply / solution provider)
  - GS1 DE Board Member will convene a team of cross-representation of current GS1 DE Board membership to make topic actionable
  - Each topic will be supported by one GS1 GO member

- Topics with a GS1 DE Board member leader will be on backlog of identified topics

- GS1 DE Board Member lead will report progress at DE Board meetings
GS1 Data Excellence Board Initiatives

- Global Data Model
- Data Quality
- Marketing Awareness, GDSN Academy
- GDSN Vision and Mission
- Network and Data Pool Interoperability
- Strengthen Data Pool Certification Programme
- GDSN Infrastructure Upgrade and modernization
GDSN Update

Alan Hyler / Group
## GDSN Statistics – Year to Date

<table>
<thead>
<tr>
<th>July 1, 2019</th>
<th>% Change in 2019</th>
<th>August 23, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TOTALS (July 1 - Aug. 23, 2019)</td>
<td>TOTALS</td>
</tr>
<tr>
<td>Active Data Pools</td>
<td>39</td>
<td>2.6%</td>
</tr>
<tr>
<td>Trading Partner GLNs</td>
<td>55,357</td>
<td>0.6%</td>
</tr>
<tr>
<td>Subscriptions Sent</td>
<td>2,787,083</td>
<td>5.6%</td>
</tr>
<tr>
<td>Subscriptions Matched</td>
<td>2,249,104</td>
<td>5.9%</td>
</tr>
<tr>
<td>Subscriptions Matched by Item</td>
<td>88,415,767</td>
<td>2.9%</td>
</tr>
<tr>
<td>Recipient DP Subscription Matches</td>
<td>88,415,767</td>
<td>2.9%</td>
</tr>
<tr>
<td>Registered Items (GTINs)</td>
<td>30,999,837</td>
<td>1.8%</td>
</tr>
<tr>
<td>GTINs Coded with GPC</td>
<td>28,320,707</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

- GTIN and GLN KPI’s on track for FY 19/20
Recent Activity

May 2019 Maintenance Release 3.1.9 (IN PRODUCTION)

- Efficient Code Lists (ECL)
- New Attributes
- Consumer Instructions, Delivery Purchasing Information, Sales Information, Certification Information, Target Consumer, Health Relations Information and others

GDSN User Group Meeting (Denver)

Certified Data Pools

- 44 Total Data Pools
- Price Certification (6 DP’s certified)
GDSN Roadmap

November 2019 Maintenance Release
- 3.1.10
  - Small Release

February 2020 Maintenance Release (Content TBD)
- 3.1.11
  - Scheduled as:
  - ECL
  - New Attributes
GDSN by the Numbers

44 Certified Data Pools

Over 31 Million GTINs

Over 55 Thousand Trading Partner GLNs

GS1 Global Registry Party Name Search
GDSN Current Year Growth - GLN
GDSN Current Year Growth - GTIN
Global Data Model Update

Mark Van Eeghem / Group
The GS1 Global Data Model

A highlevel introduction

5th of August, 2019
Overview

The GS1 Global Data Model Programme
a. What is the Global Data Model
b. Benefits and high level business case
c. The Global Data Model Summit
d. Piloting the GDM
a. What is the Global Data Model?
Background – The Consumer Goods Forum (CGF) “Leapfrog” pilots

• The quality and completeness of product data available to the consumer and to the retailer is inconsistent, varying widely by brand. Given the exponential growth of online commerce and web-enabled devices, unique product identity is a prerequisite for advancing industry use cases that deliver growth (e.g., consumer Internet of Things).

• In May of 2018, the Consumer Goods Forum hosted a two-day workshop with 40 members of industry. As a result, 5 industry pilots were launched to explore “leapfrog” approaches to Data Quality and Data Sharing.
In May the Consumer Goods Forum and Retail College leaders identified product data accuracy as a top priority for the industry to address.

To address this End-to-End Value Chain priority, a selected group of industry executives and experts developed a vision of five Data Leapfrog Initiatives:

1. **Automated Data Creation** – use AI/machine learning to extract product attributes from available text and images.

2. **Federated Data Sharing** – establish a “pull” model using direct connections between trading partners to share data rather than the traditional centralized model.

3. **Centralized Data Sharing** – apply new technologies to make centralized data sharing faster, easier to access, and more accurate.

4. **Data Attribute Structure** – align on a common language and structure.

5. **Data Quality** – produce scorecards/feedback on data quality of the provided or received information.

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The Global Language of Business  © GS1 2019
CGF Leapfrog Projects Participants
The Data Attribute Pilot Starting Point

### Data Attribute Challenges

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Differing product data terminology and interpretations by suppliers and retailers lead to a very difficult and complex data exchange that is extremely costly and feeds a whole new industry of CSPs</td>
<td>No Mandatory Core Set of Global Attributes</td>
</tr>
<tr>
<td></td>
<td>Different Definitions across Orgs and Markets &amp; Differing Services Offered</td>
</tr>
<tr>
<td></td>
<td>Complex and Error-Prone Data Exchange and Listing</td>
</tr>
<tr>
<td></td>
<td>Cost and Effort for Manufacturers to Satisfy All Different Demands and for Retailers to Collect Demand From Various Sources</td>
</tr>
</tbody>
</table>

### Pilot approach

- Review European data model and CGF transparency data set
- Split data into progression stages
- Compare against listing sheets of each retailer and manufacturer
- Align on the definitions, data types to be approved through GSMP
- Define attributes which will be core for all categories
- Identify category specific attributes on top of the core

Addressed by a Global Team

![Logo of Metro, Walmart, Johnson & Johnson, P&G, Nestle, GS1, Migros, Delhaize, Forum, and other companies]

The Global Language of Business © GS1 2019
The ‘old’ European onion model

- Year 2016 - 2017
- 7 most developed GDSN markets in Europe
- Only FMCG
- No user involvement
- No discussion of attributes
- Proved that the onion concept works
New European Onion Concept

Categories

- FMCG – Food
- FMCG – Near-Food
- Wines and Spirits
- DIY/Garden
- Pet Food
- Cosmetics
- Healthcare

Channels to be added on later stage:
- Food service
- Travel retail
Define a globally-agreed set of attributes that brand owners need to provide to retailers—in order to verify, list/order, move/store and sell products digitally and physically.

Simplifying and harmonising the content (master data) we exchange.
How are we doing this?

Working collaboratively with industry:

- 60 Industry representatives
- 35 GS1 Member Organisations

Two tracks

- Global Data Model: specifying which attributes are needed globally for all products and for selected product categories.
- Attribute Definitions for Business: providing business friendly attribute names and definitions for each attribute
Companies that contribute to the work
(non exclusive overview)
Step 1: Get all data models together in a unified way.

Step 2: Create the draft data model for a product category.

Step 3: Compare all product category data models.

Attributes that are common in all categories form the draft Core layer.

Attributes needed for the product category on global and/or regional level form the Global Category layer for the product category.

All attributes that are only applicable nationally stay in the Local layer for the product category.
Global Data Model for Food

- Mandatory & conditional attributes that are agreed to for a specific product category on a global level.

- Mandatory & conditional attributes that are agreed to for a specific product category on a regional level.

It’s that simple!

133 global +38 regional 171 attributes
How does it work?

- **Global mandatory attributes**
  - Net content
  - Image

- **Global category specific conditional/mandatory**
  - Ingredients
  - Nutritional facts

- **Regional category specific conditional/mandatory**
  - Package material
  - Allergen statement

- **Local conditional/mandatory or optional**
  - Order quantity minimum
b. Desired benefits & high level business case
<table>
<thead>
<tr>
<th>Work Stream</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Data Model Completion</td>
<td>Growing the Global Data Model by integrating additional categories and channels.</td>
</tr>
<tr>
<td>Attribute Definitions for Business Completion</td>
<td>Completing business friendly attributes based on the growing Global Data Model.</td>
</tr>
<tr>
<td>Pilots &amp; Implementation</td>
<td>Piloting the Global Data Model for to be defined categories and regions.</td>
</tr>
<tr>
<td>Implementation tools</td>
<td>Creating implementation tools to support Global Data Model Pilots.</td>
</tr>
<tr>
<td>Engagement &amp; Adoption</td>
<td>Developing a sound business case and growing the Global Data Model community.</td>
</tr>
<tr>
<td>Communication &amp; Marketing</td>
<td>Telling the Global Data Model Story and creating a communication plan.</td>
</tr>
<tr>
<td>Governance</td>
<td>Developing a governance that is user led and fit for purpose.</td>
</tr>
</tbody>
</table>
d. Piloting the Global Data Model
Global Data Model v1.0 – a Pilot Standard

• GDM v1.0 is currently a „pilot standard“
• It has been developed by an Industry User Group and did not go through the Global Standards management Process (GSMP)
• GDM v1.0 will enable all stakeholders to:
  - **Pilot** the Global Data Model
  - Run a **gap analysis** vs. the local target market profile and/or internal data needs and structures
  - Build a **governance** for the Global Data Model Programme
  - Validate the **GDM business case**
• The **pilot learnings** will feed back into the GDM development to make it stronger before it will be transformed into a global GS1 standard
Transitioning from Development to Piloting

Pilot and test the Global Data Model

Learnings will feed back into the development work to make the GDM stronger.

Validate the business case

Identify key business drivers and KPIs to measure success

Pilot to implementation

Develop implementation roadmap for industry across less developed and mature markets using varying technologies (GDSN, WEB UI, spreadsheets, ...)

The Global Language of Business
Thank You!
Attribute Definitions for Business Update

Tasha Wiehe
GSMP Attribute Definitions for Business
Mission Specific Work Group

Tasha Wiehe

9 Sept 2019
Objectives

- Create clear, understandable business-oriented names and definitions
- Clarify with examples and usage statements
- Simplify implementation guide and collateral documents
**Example**

<table>
<thead>
<tr>
<th>Technical Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
</tr>
<tr>
<td><strong>Definition</strong></td>
</tr>
</tbody>
</table>

**Example**

- Quantity tab
  - a multi-pack
  - a case of single product
  - a pallet of cases of a single product
  - a pallet of different products (different cases)

**Usage**

Used for a buyer and/or consumer to understand what type of product they are receiving; also used for inventory/warehouse management.
## Example

<table>
<thead>
<tr>
<th>Trade Item Unit Descriptor</th>
<th>Description</th>
<th>GTIN</th>
<th>Next Lower Level Trade Item GTIN</th>
<th>Count of Each Specific Product</th>
<th>Number of Different Products</th>
<th>Total Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>PK</td>
<td>Frito Lay Snacks, Doritos Cheetos Mix Variety Pack, 30 Single Bags</td>
<td>000284000105293</td>
<td>00028400001342 Cheetos Puff Cheese Flavored Snacks 1.375 Oz</td>
<td>4</td>
<td>4</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>00028400047906 Cheetos Crunchy Cheese Flavored Snacks 2.0 Oz</td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>00028400070546 Doritos Cool Ranch Tortilla Chips 1.75 Oz</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>00028400070560 Doritos Tortilla Chips Nacho Cheese Flavored 1.75 Oz</td>
<td></td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>
ADB: Milestones in 2019

• **January:**
  - MSWG Kick-off: 180 attributes from Consumer Goods Forum
  - All 7 VbG business-oriented attributes drafted & into GSMP

• **March**
  - Created subteams around category
  - Verified by GS1 attributes ratified
ADB: Milestones in 2019

- **June 30**
  - Delivered ratified set of 170 attribute from Consumer Goods Forum

- **July**
  - Received and additions 70 attributes for Food/Near Food

- **Sept**
  - Next Sector: Pet Food
Current Mission

Finish 65 Food/Near Food Attributes

- In Development: 15
- In Community Review: 26
- In eBallot: 24
- Standard Complete: 0
Next Steps:

- Other sectors!…from Global Data Model
- Publish business-oriented terms as fully ratified standards
- Enable systems to utilize business definitions
Contact Information

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Director, Standards Development

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M +1 609 937 7901
E tasha.wiehe@gs1.org

www.gs1.org
GDSN User Group & OTAG

Update on GS1 in Europe activities related to GDSN

GS1 Standards Event 2019, Lisbon
9th of September 2019
WR-19-000187: e-commerce attributes

GDSN does not meet the needs of e-commerce players. Change needed – risk of GDSN not being relevant in the future

GS1 in Europe B2B2C working group would like to see **eCommerce group within GSMP** (GMD SMG) being established with following main objectives:

1. Create **flexible and fast process/solution** to add B2C attributes into GDSN standard so it is aligned with the need of eCommerce users.

2. Decide and **provide guidance** on how to deal with multiple different solutions for “fast track” eCommerce attributes that currently exist in GDSN: GPC attributes, ProductCharacteristics class, AdditionalTradeItemClassification class and AVPs.
Fish related attributes
catchAreaCode

- **catchAreaCode** is the new attribute requested by GS1 in Europe (WR-18-000259).

- To allow exchange of fish origin for multi-fish species products together with other attributes from fishreportinginformation class

- **Available from August 3.1.9 Release**

- GS1 in Europe **recommended migration** from CATCH_ZONE code in **May 2020 Release** (Related validation rules from WR-18-000266 scheduler for February 2020 release).
catchArea – detailed migration plan

- **August 2019** – new catchAreaCode attribute available
- **February 2020** – related VR changes
  - **DELETE VR** 1568 disabling repeatability of FishReportingInformation class
  - **ADD VR** to maintain consistency in case users provide catch area information in both PlaceOfProductActivity class and new catchAreaCode attribute
- **May 2020**
  - Suppliers: recommended to start using catchAreaCode
  - Retailers: get information about catch area from both catchAreaCode and PlaceOfProductActivity (code CATCH_ZONE)
- **November 2020** – recommended for retailers to stop processing information about catch area from PlaceOfProductActivity
catchMethodCode

This code list needs a clean up – GS1iEU will create proposal

Some terms are identified by 2 codes (numeric and alfa) – e.g:

• 04 = Dredges
• DX = Dredges (not specified) (GS1 Code)

Numeric codes are needed for regulatory purposes
GS1 in Europe guideline on product images
GS1 in Europe guideline on product images

**GS1iEU guideline shall describe images that comply with all local specifications in EU.**

Work has been initiated in June 2018 in Lisbon.

12 EU MOs submitted their national guidelines.

Principles:
1. Not repeat what is in the global guideline
2. Focus on restricting choices provided in the global guideline where needed
3. Focus on examples
4. Inform about exceptions where alignment has not been possible so far
• The guideline itself is finished (August 2019).

• Waiting for publication

• **Couple exceptions** for some EU markets

• **One warning** – divergence from the global standard for file format for high resolution images.
  - JPEG is preferred because high res are used for online.

### GS1iEU Image Guideline – current status

<table>
<thead>
<tr>
<th>Product images for marketing purposes</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Size</td>
<td>5</td>
</tr>
<tr>
<td>2.2 File format</td>
<td>6</td>
</tr>
<tr>
<td>2.3 Resolution</td>
<td>6</td>
</tr>
<tr>
<td>2.4 Background</td>
<td>6</td>
</tr>
<tr>
<td>2.5 Margin</td>
<td>6</td>
</tr>
<tr>
<td>2.6 Colour mode</td>
<td>6</td>
</tr>
<tr>
<td>2.7 Angles (views)</td>
<td>7</td>
</tr>
<tr>
<td>2.8 Clipping path</td>
<td>7</td>
</tr>
<tr>
<td>2.9 File size</td>
<td>7</td>
</tr>
<tr>
<td>2.10 File naming conventions</td>
<td>7</td>
</tr>
<tr>
<td>2.11 Other requirements</td>
<td>7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product images for planograms</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Size</td>
<td>8</td>
</tr>
<tr>
<td>3.2 File format</td>
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<td>3.3 Resolution</td>
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<td>3.4 Background</td>
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<tr>
<td>3.10 File naming conventions</td>
<td>10</td>
</tr>
<tr>
<td>3.11 Other requirements</td>
<td>10</td>
</tr>
</tbody>
</table>
• Guideline provides transparency

• Most common approach described

• Discussion should be initiated to align as many exceptions as possible

2.1 Size

The minimum size of the image on its longest side shall be **2,401 pixels at 300 dpi**.

The maximum size of the image on its longest side shall be **4,800 pixels at 300 dpi**.

**Square ratio**, meaning that both sides of an image shall have equal size, **is not required** in Europe.

**Exceptions:**

- In the **Netherlands**, smaller sizes are required for smaller products.
  - If the product is smaller than 12 centimetres, the size of the image’s longest side shall be 1,200 pixels at 300 dpi.
  - If the product is smaller than 6 centimetres, the size of the image’s longest side shall be 900 pixels at 300 dpi.

- In the **United Kingdom**, square ratio is currently required and images shall have size of 2365x2365 pixels.

- In **France**, the square ratio is currently required and images could have size between 1500x1500 pixels and 2400x2400 pixels for standard definition.
New EU Regulations
New EU Regulation on Food Primary Ingredient

...“Where the country of origin or the place of provenance of a food is given and where it is not the same as that of its primary ingredient, the country of origin or place of provenance of the primary ingredient in question shall also be given or indicated as being different to that of the food.”


- New rules will apply from 1st April 2020
What is a Primary Ingredient?

A Primary Ingredient is any ingredient which constitutes more than 50% of the food or, which is usually associated with the name of the food.
Primary Ingredient in GDSN

• Final recommendation will be provided after October/November (waiting for European Commission’s implementation recommendation)

• Keep it simple – it will probably not affect a lot of products

• Following GDSN recommendation seems possible:
  - Use `ingredientStatement` if primary ingredient is in brackets after ingredients on the label
  - Use `provenanceStatement` if primary ingredient statement is separate from ingredient statement on the label
  - Use of `ingredient level attributes` – only if the need for filtering is identified by the industry
New EU legislation – Baby food

Regulation will come into force in February 2020

• More nutrient codes will need to be provided for baby food (compared to regular food).

• GS1iEU will recommend correct INFOODS codes to have harmonised implementation across Europe.

• Regulation is available here: https://eur-lex.europa.eu/eli/reg_del/2016/127/oj
Thank you very much for your attention!
Contact Information

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Project Manager of B2B2C Working Group

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www.gs1.eu
GS1 Industry & Standards Event 2019
9-13 September 2019 – Lisbon, Portugal

Transforming business together

Session: GDSN User Group

Topic: EUDAMED to GDSN Mapping

Who may attend: Anyone

Speaker(s): Pete Alvarez, Mark Van Eeghem
Deadlines

In short:

• **26 November 2021 is the deadline** for registration of devices in the related “modules” of EUDAMED. This means a 18 months transition period during which registration will be **voluntary as from 26 May 2020**. This applies to all devices, all classes).

  - [NOTE: *If there is an adverse event, the product data must be registered immediately, after 26 May 2020. Could be manual.*]

• If EUDAMED is not functional and delayed, then the transition period will be of 24 months as from the date of publication of the EUDAMED release.

Source and more information:
Machine to Machine testing

• M2M testing is scheduled to start mid-September 2019
• Duration:??

NOTE:
- 1) Two global medical device manufacturers on last week’s GS1 Healthcare Public Policy call informed the industry that it will only last “two weeks”.
- 2) I have not been able to find documentation of the two-week duration.

Open questions:
• Can Data Pools serve as third party data providers on behalf of the manufacturer??
• If so, in which module are they authorised to participate??
UDI Databases – EU vs USA

Part that the U.S. FDA UDI system focuses on today...
GS1 responsibility as an Issuing Entity

1. Maintain a global standard which can be used to implement the EU Medical Device Regulation (UDI):
   a) Device Identifiers
   b) Production Identifiers

NOTE: Maintaining a mapping to EUDAMED is NOT a requirement of an UDI Issuing Entity/Agency
A courtesy to the GS1 Healthcare membership

- Maintained inside the Public Policy database along with all other regulatory reference document, with a mandatory legal disclaimer

Note: This is an out of network connection, between the manufacturer and their data pool.
EUDAMED to GDSN mapping

90 data elements across 4 spreadsheets

<table>
<thead>
<tr>
<th>Document sections (sheets)</th>
<th>36 data elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Dictionary Fields</td>
<td></td>
</tr>
<tr>
<td>Entities</td>
<td>28 data elements</td>
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<tr>
<td>Field Size</td>
<td></td>
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<tr>
<td>Data Dictionary Basic UDI</td>
<td>11 data elements</td>
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<tr>
<td>Data Dictionary NB related</td>
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<tr>
<td>Data Dictionary UDI-DI</td>
<td>15 data elements</td>
</tr>
<tr>
<td>Data Dictionary Basic UDI.SPISOPPP</td>
<td></td>
</tr>
</tbody>
</table>
Process and steps

1. Confirm with the HC community our understanding of EUDAMED data definitions and determine how many can be met with existing GDSN attributes, via the GS1 Healthcare Public Policy Master Data Advisory group (not a GSMP WG)
   - All efforts will be made to use existing GDSN attributes and minimise adding unnecessary new attributes
   - This decision must consider GDSN attribute cardinality, Validation Rules and classes and possible impact with the EUDAMED message and XML

2. Identify gap and enter Work Request into GSMP to add new attributes to the GDSN standard

3. Determine GDSN network release vs AVP Extended Attributes due to timing

4. Finalise mapping document and publish to GS1 Healthcare membership
Contact Information

Pete Alvarez
GS1 Global Office
Senior Director, identification & Master Data, Healthcare
+1 609 557 4547
peter.alvarez@gs1.org
Global Product Classification Update

Daniel Clark
Global Product Classification (GPC)
GDS User Group Update

Transforming business together
The Role of GPC in GDSN

- The Global Product Classification (GPC) standard gives buyers and sellers a common language to group products the same way globally.

- Ensures effective data synchronisation in GDSN and enables:
  - Item Publication
  - Registration
  - Subscription
GPC Releases

• GPC uses a “Consolidated Release” strategy to publish twice per year, (every June and December)

• Approximately 5 months after a new GPC is published it is incorporated into the latest GDS release
GPC deployment into GDS
GPC December 2019 Publication Schedule

October 2019
- Motion Final WRs to Public Review
  9-Oct
- Community Review Final WRs
  10-Oct to 1-Nov

November 2019
- Motion to eBallot
  13-Nov
- eBallot
  14-Nov to 28-Nov
  (2 Weeks)
- IP Review
  14-Nov to 12-Dec
  (4 Weeks)

December 2019
- Publish Dec 2018 Release
  By 20-Dec
- Prep
36 Work Requests Processed

- Bricks: 85 added; 15 Modified; 3 deleted
- Attributes: 2018 added; 69 modified; 178 deleted

Changes to note:

- Cut Christmas Tree brick deleted and replace by Genus specific bricks with the attribute ‘without Rootball’.
- Modification to Event tents/marquees and description of Camping tents to ensure proper distinction and accurate implementation
GPC Current Workflow

• 18 WRs closed or in Community Review

• 19 Additional WRs in queue

Up Coming...

• Textile identification from harvested raw materials to finished product
• Recreational Vehicle supporting bricks
• Industrial equipment identification
# GPC Translations

Oxford English is the reference language for all GS1 standards including GPC. To support GPC adoption around the world, some Member Organisations have created translated versions. The online version of these translations can be accessed from the GPC Online Browser. To access translated XLS / XML / Reporting files, please click the publication below to download the zipped file. If you have any questions about the translations, please use the contact information provided.

<table>
<thead>
<tr>
<th>Language</th>
<th>GS1 MO</th>
<th>Contact</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabic</td>
<td>GS1 Jordan</td>
<td><a href="mailto:info@gs1jo.org.jo">info@gs1jo.org.jo</a></td>
<td>Dec 2010</td>
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<tr>
<td>Chinese</td>
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<td><a href="mailto:info@ancc.org.cn">info@ancc.org.cn</a></td>
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<td>Czech</td>
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<td><a href="mailto:info@gs1cz.org">info@gs1cz.org</a></td>
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<tr>
<td>Danish</td>
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<tr>
<td>Dutch</td>
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<td>Finnish</td>
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<td><a href="mailto:asiakaspalvelu@gs1.fi">asiakaspalvelu@gs1.fi</a></td>
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<tr>
<td>French</td>
<td>GS1 France</td>
<td><a href="mailto:classification@gs1fr.org">classification@gs1fr.org</a></td>
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<td>German</td>
<td>GS1 Germany</td>
<td><a href="mailto:info@gs1-germany.de">info@gs1-germany.de</a></td>
<td>Dec 2017</td>
</tr>
<tr>
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<td><a href="mailto:info@gs1hu.org">info@gs1hu.org</a></td>
<td>Jun 2017  Dec 2016</td>
</tr>
</tbody>
</table>
Future planning

• UN ITC (/Department Joe Wozniak) will start using the GPC for Crops for their Sustainability Network. To identify where on earth crops for food (e.g. grain plants, soya bean plants, palm oil trees, citrus fruit trees) and crops for non-food (e.g. cotton, fibre crops) are being grown. https://sustainabilitymap.org/network
  *UN ITC – United Nations International Trade Centre

• Advanced eComm Image alignment - Embedding the Brick into the EXIF/IPTC data of eComm images.

• Leveraging Bricks to limit mandatory field population
Meta Data

- Meta data is information embedded within the structure of the image itself or in a ‘sidecar’ file in a Digital Asset Management (DAM) system.
- There are two basic types of meta data:
  - **Exif** (Exchangeable Image File Format)
    This type generally covers information about the capture method or device
  - **IPTC** (International Press Telecommunications Council)
    This type generally covers the subject that was imaged
Exif Data

- **Exchangeable image file format** (officially Exif) is a standard that specifies the formats for images, sound, and ancillary tags used by digital cameras (including smartphones), scanners and other systems handling image and sound files recorded by digital cameras.
IPTC Data

There are 3 main categories of data:

**Administrative** – identification of the creator, creation date and location, contact information for licensors of the image, and other technical details.

**Descriptive** – information about the visual content. This may include headline, title, captions and keywords. This can be done using free text or codes from a controlled vocabulary.

**Rights** – copyright information and underlying rights in the visual content including model and property rights, and rights usage terms.

It’s important that the metadata stored in an image file stays with the image. Metadata is essential for identification and copyright protection. Metadata is also key to smooth workflow, easily finding digital images via search – online or offline – and tracking image usage.
Image Tagging

Image tagging is another form of meta data, but restricts itself to a specific quadrant of an image, rather than to the file as a whole.

This quadrant based identification is useful where products are in a ‘Beauty shot’ or when presented in a ‘family shot’.
What Data should be there?

What data is ‘just enough’

Embedded metadata serves multiple purposes:
- To find an image (GDTI)
- To find like items (GPC)
- To find an item (GTIN)
What Data should be there?

To find an image (GDTI)

It is recommended to embed the GDTI of the image for one main reason:

**People will rename an image to fit their internal processes.**
- to identify that it has been processed
- To align with pre-existing naming
- To facilitate manual validation

Embedding the GDTI into the metadata ensures that the image identifier is still searchable even if the name of the file is altered.
What Data should be there?

To find like items (GPC)

It is recommended to embed the GPC in the image for two reasons:

1. To ensure the right image is linked to the right item
2. To leverage the GPC to offer similar product offerings

Embedding the GPC into the metadata allows for a secondary validation that the image corresponds to the GTIN/GPC it is linked to.
What Data should be there?

To find an item (GTIN)

It is recommended to embed the GTIN in the image for two reasons:

1. To ensure the right image is linked to the right item
2. To leverage the GTIN to offer items from the same family

Embedding the GTIN into the metadata allows for a secondary validation that the image corresponds to the GTIN/GPC it is linked to.
Embedded:
GDTI,0051500000953ABC123
GTIN,00051500000953
GPC,10000217,
20000118.3000287

Image Identifier
Unique product ID
Classification Brick and supporting Attribute values
GPC Feedback Discussion
GPC Discussion

• That we need a broader discussion about GPC not only Brick Attributes
• Brick codes are assigned at different levels
  - Causes issues of bricks not fulfilling the data needs
• Aligned by level of products
  - How deep do we go in classification?
  - Right level?
• Product classification vs Product identification
• Clarify what GPC is meant to achieve
Validation Rule 1655 - Discussion
Discussion
Work Request 19 – 276 and 19 – 248 - Discussion

Diettypecode Best Practices
Diet Types and Diet Sub Types Alignment

Current Environment

Currently we have standard code list for diet types and 2 defined LCL code lists for diet type sub codes (US and Switzerland).
There is also code list used locally in Canada.

- **dietTypeCode**  
  Code indicating the diet the product is suitable for.

- **dietTypeSubcode**  
  Indicates a set of agreements or a certificate name that guarantees the product is permitted in a particular diet.
New Requests – Add new Codes

**Sweden: Add**
- LACTO_OVO_VEGETARIAN Denotes a product that contains vegetables, dairy products and eggs.
- LACTO_VEGETARIAN Denotes a product that contains vegetables and dairy products.
- OVO_VEGETARIAN Denotes a product that contains vegetables and eggs.

**Germany: Add**
- PESCATARIANA pescatarian vegetarian diet excludes meat, poultry, dairy products, and eggs, but includes fish.
- LACTO_OVO_PESCATARIAN A lacto ovo pescatarian vegetarian diet excludes meat, and poultry but includes fish, dairy products and eggs.

**Switzerland: Remove**
- PESCA
- LACTO-OVO-PESCA
New Requests – Add new Codes

However, these (or very similar) codes are used already in US and in Switzerland as diet type sub codes:

• **Ovo** vegetarian diet excludes meat, fish, poultry, and dairy products, but includes eggs.
• **Lacto** vegetarian diet excludes meat, fish, poultry, and eggs, but includes dairy products.
• **Lacto-Ovo** vegetarian diet excludes meat, fish, and poultry but includes dairy products and eggs.
• **Pesca** vegetarian diet excludes meat, poultry, dairy products, and eggs, but includes fish.
• **Lacto-Ovo-Pesca** vegetarian diet excludes meat, and poultry but includes fish, dairy products and eggs.
Do we add new codes to diet types or keep them as sub types?

Add following codes as sub types under vegetarian

- **LACTO_OVO_VEGETARIAN** Denotes a product that contains vegetables, dairy products and eggs.
- **LACTO_VEGETARIAN** Denotes a product that contains vegetables and dairy products.
- **OVO_VEGETARIAN** Denotes a product that contains vegetables and eggs.

Add following codes as global diet types because fish is usually not considered vegetarian food

- **PESCATARIAN** A pescatarian vegetarian diet excludes meat, poultry, dairy products, and eggs, but includes fish.
- **LACTO_OVO_PESCATARIAN** A lacto ovo pescatarian vegetarian diet excludes meat, and poultry but includes fish, dairy products and eggs.
Option 2

Do we add new codes to diet types or keep them as sub types?

Add following codes as sub types under vegetarian

- **LACTO_OVO_VEGETARIAN** Denotes a product that contains vegetables, dairy products and eggs.
- **LACTO_VEGETARIAN** Denotes a product that contains vegetables and dairy products.
- **OVO_VEGETARIAN** Denotes a product that contains vegetables and eggs.

Add following codes as sub types under vegetarian because according to definition below it is considered vegetarian food

- **PESCATAIRIAN** A pescatarian vegetarian diet excludes meat, poultry, dairy products, and eggs, but includes fish.
- **LACTO_OVO_PESCATAIRIAN** A lacto ovo pescatarian vegetarian diet excludes meat, and poultry but includes fish, dairy products and eggs.
Next Steps

- Agreement on definition of new code requests vs, existing codes for the same or similar code.
  - OVO vs. OVO_VEGETARIAN (Sweden)
  - LACTO vs. LACTO_VEGETARIAN (Sweden)
  - PESCA vs. PESCATARIAN (Germany)
  - LACTO_OVO vs. LACTO_OVO_VEGETARIAN (Sweden)
  - LACTO_OVO_PESCA vs. LACTO_OVO_PESCATARIAN (Germany)

- Transition – Impact on current implementations:
  - US and Switzerland List - Impact
    - OVO vs. OVO_VEGETARIAN (Sweden)
    - LACTO vs. LACTO_VEGETARIAN (Sweden)
    - PESCA vs. PESCATARIAN (Germany)
    - LACTO_OVO vs. LACTO_OVO_VEGETARIAN (Sweden)
    - LACTO_OVO_PESCA vs. LACTO_OVO_PESCATARIAN (Germany)
GDSN Codelist Discussion
How to improve the accessibility of all code lists

Nordine EDDAOUDI, GS1 France
09/09/2019
Context

- GS1 standard includes several types of code lists:
  - Managed by **GS1**: Example: packaging type codes, platform type codes
  - Managed by **external organization**: country iso codes,
  - Managed by a **local member organization**: tax type codes,

- And each of them is more or less documented in GS1 tools such as GDD, BMS, ...

- The goal of this presentation is to be able to **identify very quickly the code list** for each attribute exchanged by GDSN
How can we identify code lists today?

Global GS1 code lists

Local GS1 code lists

External GS1 code lists
Which problems have we identified? (1/...)

• Attributes defined as a code in the BMS and with a specific code list name in GDD

**Example**

<table>
<thead>
<tr>
<th>FeatureCode</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>FeatureCode</td>
<td>AC_DC_ADAPTER</td>
</tr>
<tr>
<td>FeatureCode</td>
<td>ADDITIONAL_ATTACHMENTS</td>
</tr>
<tr>
<td>FeatureCode</td>
<td>ANIMATED</td>
</tr>
<tr>
<td>FeatureCode</td>
<td>ANTIQUE</td>
</tr>
</tbody>
</table>
Which problems have we identified? (2/…)

• Attributes defined as a code in the BMS but when we search related code list it in GDD we cannot find it:

Example

```
gradeCodeReference: Code [0..*]
```

1st step ≤ Click here

2nd step

Where is the code list??
Which problems have we identified? (3/...)

• Attributes defined as a string in the BMS but we need to use a local code, and we do not have all code lists for all countries:

  **Example**

  ```
  dutyFeeTaxTypeCode :string = {1..80}
  ```

  For this example, only 12 local lists are documented!

Local code lists access link:  
[https://www.gs1.org/standards/gdsn/3-x](https://www.gs1.org/standards/gdsn/3-x)
Which problems have we identified? (3/...)

• What about other types of code lists such as `additionalTradeItemClassificationCodeListCode`?

• Each country manage them without any visibility at the global level...
Suggestions for improvement

1. For each code list, a direct web link from the BMS will be more convenient

2. Including all local code lists in the specific web page will help to deploy the standards

3. The use of new technologies such as APIs will help to identify any code changes
Work Request 18 – 064 - Discussion

Supplier Assigned, Model Number and Manufacturer Part Number
18-064: Subteam proposal to GDSN User Group on definition of SUPPLIER_ASSIGNED, MODEL_NUMBER and MANUFACTURER_PART_NUMBER

Who may attend: Opted in volunteers

Speaker(s): Multiple
Background

• GS1 Sweden submitted a GSMP Work Request 18-064 around “Supplier Assigned”, “Model_Number" and the GDSN Validation Rule 521
• Following several reviews by GMD-SMG a subteam of volunteers did a deep dive on the issues and proposed the attached recommendation to the GDSN User Group for discussion:
  - **SUPPLIER_ASSIGNED_ITEM_NUMBER**: update existing GDSN definition
  - **MODEL_NUMBER**: update existing GDSN definition
  - **MANUFACTURER_PART_NUMBER**: update existing GDSN definition

• Follow principles of Attribute Business Definitions & Global Data Model work groups by having clear, structured, definitions unencumbered by guidance:
  - Add guidance, and high level principles, in the Trade Item Implementation Guide
Detailed recommendation to User Group

1. Add to Trade Item Implementation Guideline somewhere some very basic principles, for example:
   - In some business relations this is used for ordering. GTINs are recommended for ordering as Supplier Assigned IDs may cause issues in global supply chains.

2. Update the definition
   - **SUPPLIER_ASSIGNED** The additional Trade Item Identification value populated by the supplier with a non-GS1 item number.
3. Update the definition

- **MODEL_NUMBER** The additional Trade Item Identification value populated by the brand owner to a base product design or specification from which a trade item is derived. The trade item inherits major features/functions from the base model and in some sectors, such as electronics or apparel.

4. Update the definition

- **MANUFACTURER_PART_NUMBER** The additional Trade Item Identification value populated by the supplier is an identifier of the Original Equipment Manufacturer (OEM) part number even if the part is being produced by a third-party manufacturer.
Back-up material

Original Work Request and current and former definitions
18-064 definition of “Supplier Assigned” and the code “Model_Number" in the same code list?

**Requirement:** What is the difference between the new definition of “Supplier Assigned” and the code “Model_Number" in the same code list?

**Business Need:** In release 3.1.5 there is an updated definition of the code SUPPLIER_ASSIGNED in code list AdditionalTradeItemIdentificationTypeCode. There is a certain amount of interpretation to the new definition that has to be clarified.

- If the new definition means that you can have the same “supplier assigned identification” in the same trade item hierarchy it will create problems in TM Sweden. Many recipients still use “supplier assigned identification” in their business to identify the trade item but if you can use the same “supplier assigned identification” in the same trade item hierarchy it will cause a lot of problems. There is also **VR 521** that’s says:

  “If targetMarketCountryCode is Sweden and isTradeItemOrderable is equal to 'true' and additionalTradeItemIdentificationTypeCode is equal to ('SUPPLIER_ASSIGNED' or 'DISTRIBUTOR_ASSIGNED') then associated additionalTradeItemIdentification must be unique within hierarchy.”
Subteam of volunteers that developed this recommendation

- David Buckley
- Radhika Chauhan
- Mark Van Eeghem
- Alan Hyler
- Maneesh Naganand
- Staffan Olsson
- Steven Robba
- Tony Zhang
3.1.5 Model Number: The additional Trade Item Identification value populated is an identification number which defines the configuration of the product in addition to the Item number. This is typically printed or otherwise attached to an item. In electronics, this number is typically found around or near a serial number.

3.1.4 Model Number: Additional Vendor identification number, which defines the configuration of the product over and above the Item number.
Release 3.1.4 & 3.1.5 definitions

3.1.5 Supplier Assigned: The additional Trade Item Identification value populated has been developed and assigned by the party which provides service(s) and/or manufactures or otherwise has possession of the goods and consigns or makes them available in trade. This number is a base model or style number assigned to the product and may be the same for several GTINs where they are variations of each other. For example a coffee mug with 3 GTINs one each for the brown mug, the white mug, and the black mug might all be the supplier assigned number of AB123. Use of this value is recommended in the absence of a Model Number or Manufacturer’s Part Number.

3.1.4 Supplier Assigned: The additional Trade Item Identification value populated has been developed and assigned by the party which provides service(s) and/or manufactures or otherwise has possession the goods and consigns or makes them available in trade.
Global Model Number (GMN)

The Global Model Number enables companies to identify a product model, which is a base product design or specification from which a trade item is derived. The trade item inherits its major features and functions from the base model.

The Global Model Number enables users to uniquely identify the product model.

Other examples include trade items that are sold in different versions, for example with different colors or supporting languages, but which are otherwise technically the same.

For regulated medical devices in Europe, the GMN supports the implementation of the requirements of the Basic UDI-DI. The Basic UDI-DI is the main key for records in the EU UDI database and is referenced in relevant certificates and EU declarations of conformity. (As defined by the European Medical Devices Directive (EU MDR) and European NMPA.)
Product Life Cycle
French community - Best practices to exchange product information

B2B & B2C information for consumer goods

Nordine EDDAOUDI, GS1 France
09/09/2019
Due to consumers requirements and new regulations:
- The number of attributes exchanged is **constantly increasing**
- Suppliers need to send attributes that are relevant at the best timing ➔ They **cannot send critical attributes**, like "allergens list", in the **innovation step**.
- Retailers require a **high level of data quality** ➔ All **data** received are almost **instantly distributed** in all sales channels (stores, website, ...)
- All users need to **identify** very **quickly a technical solution** for each new business need.

Due to all these requirements, GS1 France community decided, in 2016, to launch a project to define the “Product Information life cycle”. An update of this work is planned for next December.
How did we work?

• Local working group to share internal best practices with other users with the following steps:

1. Identification of **common processes** to the exchange of product information
2. Agreement on the **timing to deliver the data** for each group of attributes
3. Presentation of **standard processes** to cover new business needs into the GS1 standard
4. Definition of **temporary technical solutions** in case of unavailability in the standard
5. Development of a **complete user guide** with good practices to exchange product information
Example - Stages in the product lifecycle (1/2)

1. **Presenting the innovation:** This stage consists of negotiating the product mix, volumes, rate down and purchase conditions between the retailer and the supplier / manufacturer.

2. **Selecting the innovation:** This stage consists of the retailer choosing products and estimating the month in which the product will begin to be marketed. These items are shared and validated with the supplier / manufacturer.

3. **Negotiation:** This stage consists of negotiating the product mix, volumes, rate down and purchase conditions between the retailer and the supplier / manufacturer.

4. **Administrative referencing:** This stage consists of recording data in order to be able to order and market the product.

5. **E-commerce administrative referencing:** This stage consists of ensuring that all the data is available for online sales.
6. **Order/Delivery/Acceptance/Invoicing**: This stage consists of using all the data enabling the product to be ordered, delivered, accepted and invoiced.

7. **Selling to consumers**: This stage consists of making the product available for sale to consumers (in-store or on the online sales site).

8. **Point-of-sale promotion**: This stage consists of raising awareness of the product through merchandising and eMerchandising activities.

9. **Launch report**: This stage consists of analysing sales.

10. **End of life**: This stage consists of organising the discontinuation of the commercialisation of the product.
# Focus on the presentation of an innovation

<table>
<thead>
<tr>
<th>Stage</th>
<th>1- Presenting the innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition</strong></td>
<td>This stage consists of presenting an innovation initiated by the manufacturer. The retailer must be able to access the elements required to select the product.</td>
</tr>
<tr>
<td><strong>Description of exchanges</strong></td>
<td>M: Commercial presentation of the product</td>
</tr>
<tr>
<td>M: Manufacturer / Supplier</td>
<td></td>
</tr>
<tr>
<td>R: Retailer</td>
<td></td>
</tr>
<tr>
<td><strong>Participants / Business lines concerned</strong></td>
<td></td>
</tr>
<tr>
<td>M: Category Manager / Marketing</td>
<td></td>
</tr>
<tr>
<td>R: Category Manager / Negotiator / Retailer’s Marketing Department</td>
<td></td>
</tr>
</tbody>
</table>
| **Data exchanged**            | **Commercial data:**  
- Provisional particulars, commercial name, trademark, net content  
- Recommended selling price, potential revenue, profitability, estimated quantity sold, product availability period  
**Marketing data:**  
- Marketing message, fictive visual, photo, sample, communication and media plans, market data (incl. cannibalisation), merchandising plan |
|
Focus on administrative referencing

<table>
<thead>
<tr>
<th>Stage</th>
<th>4- Administrative referencing</th>
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</thead>
<tbody>
<tr>
<td><strong>Definition</strong></td>
<td>This stage consists of the exchange of product data between the supplier and the retailer for its recording in the retailer’s master file. This stage enables the product to be ordered and marketed.</td>
</tr>
<tr>
<td>Description of exchanges</td>
<td></td>
</tr>
<tr>
<td>M: Manufacturer / Supplier</td>
<td>M: product description</td>
</tr>
<tr>
<td>R: Retailer</td>
<td></td>
</tr>
<tr>
<td>Participants / Business lines</td>
<td></td>
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<tr>
<td>concerned</td>
<td>M: Commercial Assistants - Sales Administration / Master Data</td>
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<tr>
<td></td>
<td>R: Master Data Team / Purchasing</td>
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<tr>
<td>Data exchanged</td>
<td><strong>Commercial data:</strong></td>
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<tr>
<td></td>
<td>- B2B identification data (GTIN, description, brand)</td>
</tr>
<tr>
<td></td>
<td>- Order data (unit, switch, dates etc.)</td>
</tr>
<tr>
<td></td>
<td>- Invoicing data (unit, price, tax etc.)</td>
</tr>
<tr>
<td></td>
<td>- Other management data (weight, dimensions etc.,)</td>
</tr>
<tr>
<td></td>
<td><strong>Marketing data:</strong> Packshot (image of packaged product) / Rich Media (multimedia) data if available</td>
</tr>
<tr>
<td></td>
<td><strong>Regulatory data:</strong> (Origin, hazardous goods)</td>
</tr>
<tr>
<td></td>
<td><strong>Logistics / supply chain data:</strong> logistics hierarchy</td>
</tr>
<tr>
<td>Notes</td>
<td>The time schedule for the first order sets the constraints for the logistics/planning data that will be transmitted by Supply</td>
</tr>
</tbody>
</table>
GSMP applied to the French market

- **Share the need**
  - WR to GS1 FR
  - Rejected WR

- **Accepted WR**
  - WR to GS1 GO
  - Accepted WR

- **Develop a local temporary solution**
  - Accepted WR

- **Inclusion in the global standard**
  - Rejected WR
The deliverable is a « Complete User Guide »

**Target users:**

- **Suppliers**: provider of product information
- **Service providers**: exchange channel provider with warranty on the data quality
- **Retailers**: consumer of product information
Suggestions for next steps

1. **Identify** other similar initiatives in other countries

2. **Consolidate** all local suggestions and best practices.

3. **Develop** a common global documentation for all GS1 system users
GDSN Release Management
Release Management

• Discussion around speed of releases and how to improve
  - Should we move to monthly codelist releases?
  - Can we have faster new attribute releases?
  - How do we improve documentation and processes to get faster speed to market?
  - Can we leverage Web Vocabulary?
Implementation of Standards
Discussion

- Request from GS1 Data Excellence Board
  - How to track the implementation of GDSN Standards
OTAG Update

- GDSN Remediation project
- API’s for message choreography
- POSTgres migration
GDSN User Group Topics

Medium Sized Work Requests, Charter Discussion
Discussion – Next steps, defined process, etc...

- WR # 19 – 000014
  - GS1 Denmark
  - “...a common and harmonized approach to share status for data and media quality,”

- WR # 19 – 000230
  - GS1 France
  - “.. the source data pool and local data pools cannot do the matching between CIC/PSC…”

- WR # 18 – 000063
  - GS1 Czech Republic
  - “...introduced local short IDs for GDSN attributes...

- WR # 17 – 000273
  - 1Worldsync
  - “... to support B2C and speed to market, some of the GDS community feel we can introduce code lists faster than twice a year.”
GDSN User Group Charter Discussion

- Next steps
Meeting Wrap Up
Final Updates

- Parking Lot Topics
- Future Meeting Discussions
  - Locations