GS1 Industry and Standards Event
3 – 7 October 2016 – Brussels

*Transforming business together*

Session: GDSN User Group / OTAG Meeting
Time: 0915H CET – 1730H CET

Who may attend: Open
3 – 4 October 2016
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 Crowne-Plaza-Free-Internet”
• Open your browser and the Crowne Plaza splash page will appear, accept the general conditions
• Password: october2016
Two “To do’s”, please..

Use the GS1 Industry & Standards Event App to:

1. Check-in to this session
2. Rate this session

Your feedback drives our continual improvement. Thank you for your time!
GS1 I & S Event App – How to get it

1. Scan the QR code on your badge or search your App store for: “GS1 Industry & Standards Event 2016”

2. Login with the email address you used to register for the event:
   Username: (your registered email)
   Password: october2016

If you have questions, ask your session leader or visit the GS1 registration desk
Session Check-In QR Code and Pin

Session Name: GDSN User Group & OTAG
Session Date & Time: Monday 2016-10-03 9:15 – 17:30
Session Location: Klimt, Ground Floor, Lobby level

ae31
Session Check-In QR Code and Pin

**Session Name:** GDSN User Group & OTAG, continued  
**Session Date & Time:** Tuesday 2016-10-04 11:00 – 15:15  
**Session Location:** Klimt, Ground Floor, Lobby level
Event App – How to “Check-in” to sessions

1. On the Main Menu, Select Schedule, Select your session

2. Enter session PIN or scan QR Code provided in your meeting room

3. Confirm check-in and a confirmation appears

Details
Standards Development University General Session
Monday, October 3, 2016 08:00 - 09:00
Klimt, Ground Floor, Lobby level

Check-In
To check into a session, enter the PIN code or scan the QR code provided by the event organizer

SCANNING QR CODE

Check-In
Standards Development University General Session
Monday, September 12, 2016
08:00 - 09:00
Klimt, Ground Floor, Lobby level

CANCEL  CHECK-IN

Successfully checked into Standards Development University General Session.
Event App – How to rate sessions

1. From Main Menu, Select Schedule, Select session, scroll down

2. Select your rating and enter comments

3. A confirmation appears
Agenda topics (Monday, 3 October 2016)

- Introduction/Welcome
- Major Release 3 Recap
- GMD SMG Update
- GPC Update
- Data Quality Update
- Validation Rules Sub Team Meeting
- B2C Marketing Attribute Strategy
- GDSN Release Management
- AVP Migration Process for Standards
- GDSN Release 3.1.3
- GDSN Implementation Strategy
- Recap / Action Times
- Adjourn
Agenda topics (Tuesday, 4 October 2016)

- Attribute Population Discussion
- Extended Attribute Process Proposal
- Unit of Measure ordering and selling code values
- Common Code Process Discussion
- GDSN Operations Manual Update
- Party Data Dump
- Public versus Private attribute discussion
- Implementation of Optional Functionality in the network
- Alignment around the use of “descriptiveSize”
- Additional Topics as needed
- Future User Group Meeting
- Recap / Action Items
- VR Working Session
- Adjourn
Major Release Recap
All of your Hard Work has paid off...
Major Release Retrospective

• **Major Release Standard ratified in 2013**
  - Final version released 2015

• **Data Pool Certification event 2015/16**
  - All participating DPs passed
  - 4 new Data Pools became certified

• **Launched Tiger Team**
  - 1WorldSync, GS1 Australia, GS1 Sweden, GS1 US, Internal GS1 Staff

• **Implemented Major Release Account Management program**
  - Consistent 1 on 1 communication with Data Pools
Major Release Retrospective (cont’d)

- Launched online training course
  - Featured on website
- **Change Management**
  - Leveraging DE Board
    - Power of scorecards
  - Engaging community beyond key stakeholders
- **Production Deployment**
  - “Big Bang” May 20-26
  - Early Adopters
    - GS1 Sweden May 6-12
  - Fast Followers
    - GS1 Australia July 8-14
- **No Major issues with Network identified**
  - Fine tuning implementations continues
Major Release Lessons Learned

• It is not possible to over communicate
  - DPs, MOs, TPs, Community, etc.
• Websites are critical and we need to have them available earlier and be more responsive
• Documentation
  - Need better focus on accurate and timely documentation
  - Need system that keeps documents synchronized by design
• Need to stand firm on dates
  - Requires early agreement on future release schedule

• DP Technical Review
  - Need developers to engage earlier in the process, feedback comes too late otherwise
• Traceability/Tracking
  - Clearly documenting all requested changes
  - Make all documentation easier to find
• Resource Alignment
  - Leveraging and optimizing tools
  - Better leveraging of people that can help
GMD SMG Update
GMD SMG Update

- **GMD SMG** Requirement Maintenance Request by year
  - 196 GMD Work Request 2016 YTD
  - 207 GMD Work Request 2015
  - 113 GMD Work Request 2014
  - 077 GMD Work Request 2013
  - 137 GMD Work Request 2012

**Chairs:** Gina Tomassi PepsiCo, Neil Gray GS1 UK & Steve Robba 1Worldsync,

**Modelers:** Mark Van Eeghem & Eric Kauz

**Standards Development Leaders:**
- Justin Childs GDS,
- Mike Mowad TIIG (& GPC),
- Jean Luc Champion Image Spec, DESADV, IMAGE SPEC
- David Buckley GDS Validation Rules
GPC Update
Global Product Classification (GPC)
What have we been up to?

Jun-2016 Publication:
New Bricks to expand Fruits/Vegetables, Meat/Poultry, Alcoholic Beverages, Condiments, Agriculture Products, and Clothing
Processed 43 WRs

Dec-2015 Publication:
Baby Care, Alcoholic Beverages, Paint Additives, Melons, Pitayas, Stationary, Moisture Absorbers, Energy/Stimulant Products, Japanese Wine Grapes, Pickles, Sugar/Sugar Substitutes
Processed 27 WRs
GPC Dec-2016 Publication

Dec 2016 Publication:

- **Oct-2015**
  - Motion Final WRs to Public Review
  - Week of 03-Oct
  - Physical Meeting

- **Nov-2015**
  - Motion to eBallot
  - 16-Nov
  - Community Review Final WRs
  - 13-Oct to 03-Nov (3 weeks)
  - Prep

- **Dec-2015**
  - eBallot
  - 18-Nov to 02-Dec (2 Weeks)
  - IP Review
  - 16-Nov to 14-Dec (4 Weeks)
  - Prep
  - Publish Dec-2016 Release to Website
  - By 20-Dec

- **Dec-2016 Publication:**
  - Prep
  - Publish
  - Dec-2016 Release to Website
  - By 20-Dec
GPC deployment into GDS

Dec 2015
GPC Dec-2015 Publication

Jun 2016

Dec 2016
GPC Dec 2015 Deployed into the GDSN
GPC Jun 2016 Deployed into the GDSN

Jun 2017

Dec 2017
GPC Dec 2016 Deployed into the GDSN
GPC Jun 2017 Deployed into the GDSN
GPC Dec-2017 Publication

GPC Jun-2016 Publication

GPC Jun-2017 Publication

GPC Jun-2016 Publication

GPC Dec-2017 Publication
Data Quality Update
Background and status

The Executive Committee of the GS1 Management Board, supported by the GS1 Data Excellence Board, have instructed GS1 to develop a data quality certification program for Master Data Services and Brand Owners.

**Strengthen Data Quality at the Source:**
- ✓ Best Practice Guideline for DQ at the Source, completed December 2015
- ✓ Develop a certification programme for Brand Owners, completed June 2016

**Drive usage of Data Quality Master Data Services:**
- ✓ Best Practice Guideline to develop and deploy DQ Master Data Services, completed December 2015
- ✓ Develop a self-certification programme Master Data Services for MOs, completed June 2016
The programme

✓ **Phase 1** – Develop an operations manual and certification checklists for Brand Owners and Master Data Services

![Operations Manual]

Separate Compliance Checklists: Master Data Services & Brand Owner

❑ **Phase 2** – Fiscal Year 2016/17 MO training and deployment of (Global Office OGSM=4 MOs)

Note: Requires MO CEO approval to undergo certification
Data quality strategy roadmap

Programme

- Assess after deployment of MDS and BO Certification

- Brand Owner Certification (administered by the MO)

- Master Data Services Self-certification for MOs

- Use Case Based DQ Implementation Guides

Industry Needs

- Cross-border Data Requirements

- DQ best practices at the Source

- Consistent Master Data Services Across Countries

Deploy FY 2016/17

Deploy FY 2016/17

Assess after deployment of MDS and BO Certification
Market ready

• The programme can apply to any industry
  - Content is ready for Omni-channel use and evolving markets
  - Can be leveraged to achieve greater data quality in healthcare

• Better information to consumers and legal requirements, such as EU-1169 among others

• Automated online eLearn course designed to help prepare the MO for the self-certification process

• More detailed training will be delivered on site or remotely, to help expedite the process
Benefits for brands and retailers

- Improves data quality at the source, and across the supply chain: Globally harmonised data quality certification programme
- Better information for consumer experience: The quality of the data and image is a direct reflection on the quality of the product

- Images are verified to meet the Retailer’s needs
  - Online shoppers prefer selecting a product with an image
- Verified weights, measurements and images compliant with GS1 standards
- Complete and accurate information for space planning
- Sales increase when information is accurate and linked to an image
Benefits for MOs

- Provides a well-structured MDS programme based on best practices
- A Roadmap is included in the documentation, with step-by-step instructions

- Provides a pivotal opportunity for the MO to offer greater value between the Data Source and the Data Recipient, including consumers
  - Critical role in the information supply chain
  - MO is seen as adding a value to DQ; with the digital data explosion this demand will grow

- Positions the MO to become a ‘trusted advisor’ in addressing Master Data business challenges
Endorsements

“Thank YOU so much for your dedication, energy and passion! What this workgroup have achieved in such short amount of time is truly very impressive.”

Sylvia Rubio Alegren ICA

“It was a pleasure to co-chair this team. The spirit in the work meetings was always open, straightforward and constructive. The willingness to share knowledge is truly one of the great things about GS1!”

Staffan Olsson GS1 Sweden

“I’m so proud of having co-chaired a project where the enthusiasm, passion and commitment of so many people was involved. Creating something that makes sense for different cultures is what the spirit of GS1 is.

Carlos Ramos GS1 Mexico
Deployment plan: Fiscal Year 2016/17

- **Q1 (Jul-Sep):** Preparation of materials and developmental work for audit
- **Q2-3 (Oct-Mar):** 2 MOs deployed - training, auditing, closing the gaps and assessment reports
  - *MOs who expressed interest: Australia, Colombia, Portugal and US*
  - *In discussion with 6 additional potential MOs*
  - Resource transitions may necessitate this period of time
- **Q4 (April-June):** 2 MOS deployed - see Q3 for details, plus analysis of key learnings, improvements and conclusions

* = MO deployment requires the approval of the MO CEO to undergo the self-certification process
Validation Rules Sub Team
Current priorities in GDSN Validation Rules subteam

1. Outstanding Errata from Major Release on 21 Validation Rules:
   - 90% complete

2. 63 “French” validation rules [18 related to Target Market France only] which will be the priority for this week’s Tuesday/Wednesday session

3. Validation Rules derived from regulations (Child nutrition)
   - once models available in November

4. Validation Rules derived from other legal requirements

5. Other global (not Target Market specific) Validation Rules
Join us to:

• Brainstorm/ideas for improving/speeding-up VR Subteam internal process ...

• Review new methodology How to write a GDSN Validation Rule:
  - Backwardly reengineer all the existing Validation Rules?
  - Adopt new methodology from Release 3.1.x and adopt overtime?
  - ....

• Continue progress on the outstanding GDSN Validation Rule Work Requests for Release 3.1.3
B2C Marketing Attribute Strategy
B2C Marketing Attribute Strategy

• Discussion
• Next Steps
GDSN Release Management
GDSN Release Management

- Discussion
- Next Steps
AVP Migration Process for Standards
AVP Migration Process for Standards

• Discussion
• Next Steps
GDSN Release 3.1.3
B2C Marketing Attribute Strategy

• Content Overview
• Discussion
• Next Steps
GDSN Implementation Strategy
B2C Marketing Attribute Strategy

- Prioritisation
- Implementation Speed
- Discussion
- Next Steps
End Monday
Recap / Action Items

- Adjourn
Attribute Population Discussion
Attribute Population

- Discussion
- Next Steps
Extended Attribute Process Proposal
Extended Attribute Process Proposal

- Discussion
- Next Steps
Unit of Measure Ordering and Selling Code Values
UOM Ordering and Selling Code Values

- Discussion
- Next Steps
Common Code Process Discussion
Common Code Process Discussion

• Discussion
• Next Steps
OTAG Topics
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• GDSN Operations Manual Update
• Party Data Dump
• Public versus Private Attribute Discussion
• Implementation of Optional Functionality in the Network
• Alignment around the use of “descriptiveSize” attribute
• Discussion
• Next Steps
Additional Topics
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- Future User Group Meetings
- Recap / Action Items
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