GS1 Industry & Standards Event 2018
10-14 September 2018 – Dublin, Ireland

Transforming business together

Session: What’s new with GS1 Cloud Services: Check & Activate
Time: Thursday, September 13, 08:30 - 09:30

Who may attend: Public

Speaker(s): Sanjay Mandloi, Cameron Green, and Birgit Mahler (GS1 Global Office)
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.
GS1 Cloud Platform Update and Vision

Sanjay Mandloi
Chief Technology & Data Officer
GS1 Global Office
A JOURNEY OF A THOUSAND MILES MUST BEGIN WITH A SINGLE STEP.
GS1 Cloud: Platform and Services

GS1 Cloud Services

- **Activate (BETA)**
  - Allocate GTIN online
- **Check (BETA)**
  - Confirm product GTIN
- **View**
  - Source product information
- **Explore**
  - Find new products
- **Other services**
  - To be developed

GS1 Cloud Platform

- **Activate database**
- **GTIN registry**
- **GCP registry**

Platform management utilities: security, user administration, performance monitoring, analytics & reporting, etc.
Activate Service

Selling your product starts with Activate
Activate – making GS1 standards use easier

- Brand owners need help understanding how to use GS1 Standards properly to meet retailer requirements, especially SMEs
- Many brand owners need help managing a GTIN allocation system more efficiently and robust than the internal system they use today
- Brand owners need help allocating barcode number (GTINs) and other GS1 identifiers like a GLN in the future, accurately and effortlessly
- Brand owners need an easy way to create visibility to their products (GS1 Cloud)
What is Activate?

- An **online tool** available by GS1 GO to all GS1 MOs
- Supports **GTIN and other GS1 Keys**
- **Configurable** for: branding, language, and attributes
- **Built from the best** existing MO key issuance services in the global GS1 community
- **A service of GS1 Cloud Platform**
- **Shares data** to local and global services via API (GS1 Cloud GTIN registry, CRMs, etc.)
Activate - Use cases

1. **New members of a GS1 MO use Activate to:**
   - Allocate GTINs and barcodes to products
   - Generate barcode symbols
   - Manage and access product information
   - Share product data into the GS1 Cloud (consumer units only)

2. **Legacy members of a GS1 MO use Activate to:**
   - Manage and access product information
   - Share product data into the Cloud (consumer units only)
Benefits

- Identify products and manage data easily
- Meet requirements of trading partners
- Activation of products globally
- Global reach for B2C data
What we have worked on together so far

- **Step 1**: Made GS1 Ireland tool configurable by MOs
- **Step 2**: Formed Experts Group to define minimum viable product
  - Further development with early implementers
  - GA decision: Start BETA
- **Step 3**: Activate BETA testing
- **Step 4**: MO Feedback

*AC = Advisory Council

Recommendation to the AC*
Check Service

Confidence starts with Check
Retailers, e-tailers and marketplaces

No way to validate product identifiers and data in their systems

80% of retailers are not confident in their product data

87% of consumers are unlikely to buy again after a bad data experience

E-retailers beware: Three perils of unvalidated product information, Internet Retailer, December 2016

What is Check?

• Online service for GTIN validation
• Based on GCP license status and GTIN availability
• Accessible via API or user interface
• Highly performant
  o Data retrieval via API queries (1 at a time – unlimited)
  o Check API response time < 500 milliseconds
• Service based on GS1 Cloud platform
  o Complies with current internet architecture practices.
Check offers instant frictionless validation

User can connect to Check via API and validate GTINs promptly when new products are listed:
How Check works

Each GTIN is checked using the following process:

1. **Structure**: Is the GTIN structured correctly? (length, format, check digit)
2. **Validity**: Is the country prefix valid/not reserved for special use?
3. **Availability**: Is the GCP present in the GCP registry?
4. **Status**: What is the status of the GCP? Active or Inactive
5. **GTIN**: Is the GTIN available in the GS1 Cloud?

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Retailers, e-tailers and marketplaces

Benefits

• Product listing validation
• Improved data quality, reducing the risk of returns and counterfeits
• Confident consumers
What we have worked on together so far

- **Step 1:**
  - 2017
  - Jan. 2018
  - Design improved Check Service
  - Build GCP Registry
  - Continuous GCP license data provision

- **Step 2:**
  - Continuous product data provision

- **Step 3:**
  - Check BETA testing
  - MO Feedback

- **Step 4:**
  - Recommendation to the AC*

*AC = Advisory Council*
What we have achieved together so far in beta

Check Dashboard

MO Feedback Provided

34

Last Update: 9/12/18

171,581,158
Check Queries Total

3,308,383
License Total via PROD

73,385,927
GTIN Total via PROD

Count of MO Check Queries

71

113

Count of MO Licenses in PROD

98

113

Count of MO GTIN in PROD

63

113
Demo
What are beta users saying...
Get involved today!
Questions?
Event App – How to rate sessions

1. Within each session, you will see “surveys” listed at the bottom.

2. Select your rating and enter comments.

3. A confirmation appears.
Thank you!