



GS1 Call for Participation:

Business professionals needed for two related projects

- Building a Global Data Model
- Attribute Definitions for Business

Background

The retail landscape is changing at an unprecedented rate. In this connected world, consumers increasingly rely on product information for purchasing decisions. Quality information is paramount to success, but many product attribute names and definitions are technical, unclear and open to interpretation. If industry can align on a Global Data Model with clear definitions for all pre-competitive attributes, trading partners can collaborate more efficiently to verify, list/order, move/store and sell products in both the physical and digital markets.

We are looking for business professionals to work on this important opportunity. We will be leveraging important efforts already completed by the Consumer Goods Forum (CGF) Leapfrog pilots and GS1 Communities around the world:

- A CGF pilot of eight large global retailers and manufacturers revealed a lack of common agreement on the information needed to bring a product to market and agreed on list of approximately 50 critical attributes. The CGF companies confirmed that interpretations of data attributes, and definitions vary by retailer and region which result in confusion and unnecessary cost.
- GS1 in Europe provided guidance on which Global Data Synchronisation Network (GDSN) attributes that are critical to exchange Fast Moving Consumer Goods (FMCG) business in Europe. This work effort focused on identifying a limited set of attributes to exchange among trading partners that are critical to do business and to improve the quality of data.

It has become clear to industry that trading partners need a more globally aligned, streamlined set of Standard Data Attributes. A simplified data model is critical in order to increase alignment and consistency globally. Additionally, this will enable more GS1 standards-based tools for small and medium enterprises, that will drive simplicity and scale in adoption of standardized attributes.

Building upon these key initiatives, GS1 is now making a step change in how we incorporate these workstreams and projects to deliver standardized solutions to industry.

Path Forward

As we move forward in a more agile methodology to deliver industry-based products and services in a timely manner, GS1 is hosting two back to back meetings the week of 14 January 2019:

14, 15, 16 January 2019- Building a Global Data Model:

We will leverage the GS1 in Europe Global Data Model work and the Consumer Goods Forum Leap Frog attributes project to harmonize product data models from industry around FMCG Food attributes and FMCG non-Food attributes.

17, 18 January 2019 - Attribute Definitions for Business Work Group (IP signature required):

We will focus on developing clear, business-oriented names and definitions for the necessary product attributes already determined to be in focus by the CGF Attributes Group. These new names/definitions need to be understandable to the business community as well as the technical community that supports the means of data exchange so there is no confusion over what information is needed.

In order to accommodate as many participants as possible we are hosting a videoconference meeting between the GS1 Global Office locations in Brussels, Belgium and Ewing, NJ USA.

Who Should Join

Stakeholders in the manufacturing and retail space involved in category management, brand management, brand marketing, e-commerce marketing, data management and others in similar disciplines who can:

- Bring a practical business acumen to the harmonisation and development of GS1 Standards based attribute names/definitions
- Focus on the data needs to support the processes of verify, list/order, move/store, sell products digitally and physically.
- Translate technical terms into actionable, easily understood business terms
- Commit to an accelerated, high-energy project

To learn more and to confirm attendance to either/both meetings please send an email to:

Alan.Hyler@GS1.org

Physical attendance may be limited due to room capacity so please confirm your attendance at the New Jersey or Brussels location as soon as possible. **Please respond by 21 December 2018.**

Logistics information will be sent with confirmation of your attendance.

