### GS1 Central Operations

<table>
<thead>
<tr>
<th>Area of Responsibility</th>
<th>Process Initiation/Group Formation</th>
<th>Business Requirements</th>
<th>Standard Development</th>
<th>Deployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS1 Central Operations (COPS)</td>
<td>GS1 Industry Engagement</td>
<td>GSMP Team</td>
<td>GSMP Working Group</td>
<td>GSMP Team</td>
</tr>
</tbody>
</table>

#### Key Objectives

- **Initial Analysis and WR Categorization**
  - Area of Responsibility
  - Initial clarifications analysis
  - WR categorization

- **Progress to Next Step**
  - WR initial clarification analysis
  - WR categorization

#### Decision Points to Progress to Next Step

- **Clarity of business need**
  - Industry approval
  - SBN approval & prioritization

- **Key Communication Points**
  - Business opportunity analysis
  - In Statement of Business Need development
  - In Statement of Business Need approval and prioritization

- **Key Communication**
  - ACT visibility
  - ACT visibility

- **Step Improvements**
  - ACT visibility
  - GS1 Industry approves and prioritizes business opportunities

- **Escalations**
  - Unclear request
  - Unclear request

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### GSMP Process at a Glance

**Building Standards to Deliver Business Value**

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
<th>Step 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>WR Submission</td>
<td>Process Initiation/Group Formation</td>
<td>Business Requirements</td>
<td>Standard Development</td>
</tr>
<tr>
<td>Initial Analysis and WR Categorization</td>
<td>Industry/Business Justification</td>
<td>Develop Business Requirements</td>
<td>Develop GS1 Standard or Conformance Requirements</td>
</tr>
<tr>
<td>Area of Responsibility</td>
<td>Routing Area of Responsibility</td>
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#### Standard Templates

- Work Request Record
- Statement of Business Need
- Group Charter Doc
- Call-to-Action document
- Project plan (WR)
- GS1 IP Policy
- Group Opt-in Agreement

#### Step Improvements

- Industry Engagement Role
- GS1 Industry approves and prioritizes business opportunities
- ACT visibility
- ACT visibility

#### Escalations

- Unclear request
- Unclear request
- Submitter input requested
- Resource deficiency

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### Key Objectives

- **Clarity of business need**
  - Industry approval
  - SBN approval & prioritization

- **Decision Points to Progress to Next Step**
  - Industry approval
  - SBN approval & prioritization

- **Key Communication Points**
  - Resource allocation
  - Charter approval
  - Group minimum participation met

- **Step Improvements**
  - Industry Engagement Role
  - GS1 Industry approves and prioritizes business opportunities

- **Escalations**
  - Unclear request
  - Submitter input requested
  - Resource deficiency