Who may attend: MOs only
Speaker(s): Donna DiPietro and Pete Alvarez
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
GS1 Standards Event App – How to get it

1. Get the App by searching your App store for "GS1 Global Events"
   • (If you already have the Global App due to attendance at the most recent Global Forum, you do not need to do this)

2. Once you have the Global App on your mobile device, the Standards Event module will automatically show up. Please click the orange (+) to activate the event within your application.

3. Login with the email address you used to register for the event:
   Username: (your registered email)
   Password: 2017
WiFi internet access

- Select “GS1” and connect
- Password: Standards2017
Master Data Services and Brand Owner Certification
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
- ✓ 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
- ✓ 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

- Phase 1
  - Develop an operations manual and certification checklists for Brand Owners and Master Data Services

- **Master Data Services**
  - Operations Manual
  - Dedicated Compliance Checklists: Master Data Services & Brand Owner

- **Brand Owner**
  - Operations Manual
  - Dedicated Compliance Checklists: Master Data Services & Brand Owner

- **Phase 2** – Fiscal Year 2016/17 MO training and deployment of 4 MOs (Global Office OGSM)
  - Note: Requires MO CEO approval to undergo certification
Thank you for helping build the programme

Andrea Ausili  GS1 Italy
Nuno Azevedo  GS1 Portugal
Xavier Barras  GS1 France
Cassi Belazouz  GS1 France
Linda Bennett  GS1 Sweden
Wei Bo  GS1 China
Madalena Centeno  GS1 Portugal
Jeff Cowan  GS1 US
Birgitta de Gruijter  GS1 Netherlands
Juliet Espinosa  GS1 Colombia
Angela Fernandez  GS1 US
Robin Goossens  Luxembourg
Harshal Gore  GS1 UK
John Hearn  GS1 Australia
Dyonne Heest  GS1 Netherlands
Seppa Jongsma  GS1 Netherlands
Earl Lappen  GS1 Australia
Krzysztof Muszynski  GS1 Poland
Martine Olivier  GS1 France
Staffan Olsson  GS1 Sweden (Chair)
Carlos Ramos  GS1 Mexico (Chair)
Paul Reid  GS1 UK
Sylvia Rubio Alegren  ICA AB
Michael Sadiwnyk  GS1 Canada
Philipp van Sambeck  GS1 Germany
Violeta Vargas  GS1 Peru
Krisztina Vatai  GS1 Hungary

Global Office DQ Team: Pete Alvarez, Donna DiPietro, Lorraine Knight, and Carolyn Lee
Data quality strategy roadmap

**Assess after deployment of MDS and BO Certification**

**Deploy FY 2016/17**

**Programme**
- Use Case Based DQ Implementation Guides
- Brand Owner Certification (administered by the MO)
- Master Data Services Self-certification for MOs

**Industry Need**
- Cross-border Data Requirements
- DQ best practices at the Source
- Consistent Master Data Services Across Countries
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

• Complete listing of milestones and timeline is provided for each MO once the deployment process starts
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
Building the foundation

Data fit for the intended purpose!
Master Data Services

Master Data Services Self-Certification and Brand Owner Certification Programme

The goal of this programme is to improve data quality at the source by establishing a foundational set of certification requirements for Master Data Services Self-Certification of a Member Organisation, and to provide guidelines for Brand Owner Certification, should the Member Organisation choose to offer a certification programme to their Brand Owners.

A standardised set of certification requirements is intended to improve the quality of information and images at the source, thereby improving the trust and use of the information as it travels downstream to the ultimate data recipient, whether it is a retailer, hospital, regulator, consumer or patient.

- Overview
- Background
- Eligibility
- Deployment
- Training
- Reference
- People

LEARN:

MDS and Brand Owner Certification Programme

CLICK HERE FOR:
Programme Reference Documents

QUESTIONS? Contact helpdesk@GS1.org
Master Data Services Self Certification
- 8 Steps to Deployment

1. MO CEO signs **Commitment Letter** and sends to GO

2. GO ensures the MO has all the Programme **reference and training** materials

3. GO & MO call/meet to discuss deployment and to plan and **agree** on proposed dates

4. MO takes the **eLearn** Course and reads the reference and training materials for the Programme

5. GO & MO **agree** that the training is complete, they discuss the Audit Pre-check documents and customized checklist

6. MO conducts self audit by gathering the **Audit pre-check** documents (see list in Ops Manual page 25-32) and sending to GO for review.

If Document Review is **positive**, MO will be informed and the date of the official on-site Audit will be confirmed

If Document Review is **negative**, a Gap Analysis will be provided to the MO and GO will call to discuss what steps are suggested to remedy the gaps

MO remedies the gaps in time for the official on-site Audit.
Master Data Services Self Certification
- 8 Steps to Deployment

7. GO conducts **official Audit on-site** at the MO (MO will provide documents as requested)

8. GO provides an **Audit Report** to the MO with a pass/fail.

- If the Audit Report is **positive** (pass), **Deployment is Complete** and the MO will be provided with a **Certificate of Compliance and a Seal**

- If the Audit Report is **negative** (fail) a **Non-conformity Report** will be provided to the MO describing the non-conformities and the timeline to remedy.

- MO remedies the non-conformities and submits to GO to determine if they meet the criteria and issue a final pass/fail to the MO

*There is visibility throughout this process. Should an MO disagree with the Auditor’s assessment they have the option to appeal the results through the Appeals Committee*
## Deployment plan example - GS1 US

**GS1 MDS & Brand Owner Certification Deployment Plans - Pilot MOs**  
7 Mar 2017

<table>
<thead>
<tr>
<th>Task #</th>
<th>MO</th>
<th>STEPS</th>
<th>TASK DESCRIPTION (unhide column E to view task detail)</th>
<th>TASK DETAIL</th>
<th>WHO</th>
<th>START DATE</th>
<th>END DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GS1 US</td>
<td>Initiate</td>
<td>CEO Commitment Letter</td>
<td>Receive CEO commitment letter from GS1 US indicating they wish to participate in the Programme. This initiates the beginning of the LAUNCH of the MDS &amp; Brand Owner Programme Deployment</td>
<td>Jeff Cowan</td>
<td>31-Oct-16</td>
<td>30-Nov-16</td>
</tr>
<tr>
<td>2</td>
<td>GS1 US</td>
<td>Learn</td>
<td>GO sends Programme and training materials for GS1 US to review.</td>
<td>Send out all relevant documentation to start the MDS process including, the eLearn link, which is a prerequisite for future phases. This must be done before the next step; Timeline Kick Off Meeting.</td>
<td>Jeff, Donna</td>
<td>16-Dec-16</td>
<td>16-Dec-16</td>
</tr>
<tr>
<td>3</td>
<td>GS1 US</td>
<td>Meet-Collaborate &amp; Agree</td>
<td>Timeline Kick Off Meeting</td>
<td>GO meets with GS1 US to agree on the MDS Deployment timelines and project plan. (GO sends Deployment Plan with potential dates in advance)</td>
<td>Angela, Jeff, Pete, Lorraine, Carolyn, Donna</td>
<td>2-Jan-17</td>
<td>5-Jan-17</td>
</tr>
<tr>
<td>4</td>
<td>GS1 US</td>
<td>eLearn</td>
<td>GS1 US takes eLearn course (Modules 1-3), and reads Programme Information.</td>
<td></td>
<td>Jeff</td>
<td>16-Dec-16</td>
<td>10-Feb-17</td>
</tr>
<tr>
<td>5</td>
<td>GS1 US</td>
<td>eLearn - check in</td>
<td>GS1 US calls GS1 US to assess level of understanding of the Programme and see if the MO is comfortable and is ready to move forward</td>
<td>GO calls GS1 US to determine if GS1 US has a full understanding of the Programme or, requires additional GO led webinar training. If additional training is needed, GO will schedule additional webinars and the project plan and timeline will be amended as needed.</td>
<td>Jeff, Carolyn</td>
<td>6-Feb-17</td>
<td>10-Feb-17</td>
</tr>
<tr>
<td>6</td>
<td>GS1 US</td>
<td>Audit Pre-check</td>
<td>GO Provides Customized Checklist (if needed)</td>
<td>GO provides an MDS and/or Brand Owner Checklist customized for GS1 US to prepare for the Audit pre-review and subsequent steps</td>
<td>Carolyn</td>
<td>10-Feb-17</td>
<td>10-Feb-17</td>
</tr>
<tr>
<td>7</td>
<td>GS1 US</td>
<td>Audit Pre-check</td>
<td>GS1 US Conducts Self-Audit</td>
<td>GS1 US conducts self Audit for pre-review.</td>
<td>Jeff</td>
<td>20-Feb-17</td>
<td>6-Mar-17</td>
</tr>
</tbody>
</table>
of suppliers have inconsistencies in the information reported to retailers
Of products have wrong data.
The Team Behind Initiative

Eric Basset
Presidente
Cencosud

Jaime Alberto Zawadzki
Gerente General
Easy

José Gabriel Loaiza Herrera
Vicepresidente Comercial
y de Abastecimiento
Exito

William Gómez
Subdirector Mercadeo Social
Comfandi

Jimmy Char Navas
Vicepresidente Comercial
Olimpica

Luis Prieto
Gerente Comercial
Homecenter

Gustavo León Castillo
Gerente General
Cooperativa Consumo

Eelco De Graaf
Chief Operating Officer
Makro

José Antonio Brito
Chief Commercial Officer
Jerónimo Martins

Mauricio Rubio Buitrago
Subdirector Comercial
Cafam

Samuel Giraldo
Gerente Supermercados
Colsubsidio

Cielo Aristizábal
Gerente General
Mercaldas

Gustavo Vidal Galofre
Gerente Comercial
Flamingo

Abel Marcelo Cardona
Director de Logistica
Eticos

Luis Felipe Gutiérrez
Gerente General
La 14

Grupo Nutresa
Unilever

Mundial

GS1

The Global Language of Business

© GS1 (Country) 2015
National Plan of Homologation, Validation and Quality Information

Identification

Identification of the product with GS1 standards system and printing of barcode with due quality parameters.

Data Capture

Data capture of the most critical physical attributes such as long description, volumetric data, images ... with a provider certified.

Data Synchronisation

Use of GDSN Certified Data Pool to exchange the captured information for existing products and guarantee quality information during the product introduction.

Certify

GS1 Colombia will certify suppliers based on Data Quality Framework so they can synchronize products directly with the data recipients without passing the capture process by a third party.
Certify Process

**PHASE I**

Documentation review
Based on the requirements defined in the Data Quality Framework

**PHASE II**

Audit of the process
Of synchronization of the information the product via Data Pool and inspection product
Challenges

• For the MO’s is necessary has a platform to collect information different to Data Pool.

• Suppliers in Colombia do not measure product’s data quality.

“If you can’t measure it, you can’t manage it”

Peter Drucker
Challenges

- Many companies do not use correct the GS1 standard

2,453 Products 1.5%

353 Suppliers 10%
Figures

3 Suppliers Certified in 2015
19 Suppliers Certified in 2016
17 Suppliers in process in 2017
1 Retail in process

367,062 Products certified since 2014
Thank you!!!!
GS1 US National Data Quality Program

Jeff Cowan, Director Retail Grocery & Data Quality, GS1 US

March 2017
## Our Data Quality Journey

<table>
<thead>
<tr>
<th>2009-2010</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017 - &gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fragmented efforts to assess Data Quality within each industry</td>
<td>Warehouse &amp; Barcode Assessments Quantitative data on barcode quality and data completeness (GS1 US, Member Locations)</td>
<td>Data Integrity – 5 Point Program launched with solution partners (1WS)</td>
<td>Data Quality Discussion Group (GS1 US – All Sectors)</td>
<td>Data Integrity defined</td>
<td>National Data Quality Program established</td>
<td>TPA Endorsement of NDQP Goal for Adoption and Use established</td>
</tr>
</tbody>
</table>

- **2009-2010**
  - Fragmented efforts to assess Data Quality within each industry

- **2012**
  - Warehouse & Barcode Assessments
    - Quantitative data on barcode quality and data completeness (GS1 US, Member Locations)

- **2013**
  - Data Integrity – 5 Point Program launched with solution partners (1WS)

- **2014**
  - Data Quality Discussion Group (GS1 US – All Sectors)

- **2015**
  - Data Integrity defined
  - Pilot Assessments done with 22 participating brands, ~4K items, scorecard published with baseline DQ measures
  - National Data Quality Program established
  - GS1 US Board of Governors endorsed/approved this program in November 2014. Agreement to begin as voluntary effort with GS1 US to monitor adoption under these circumstances.

- **2016**
  - TPA Endorsement of NDQP
  - Goal for Adoption and Use established

- **2017 - >**
  - NDQP Rollout & Updated Scorecard publication
  - Industry Initiatives incorporate DQ into all WG efforts
Data is a strategic asset

Today
27 Attributes
GDSN Mandatory

Transactional Data
for Supply Chain

Soon
158 Attributes
SmartLabel
(Required/Voluntary)

Enriched Data
for E-Commerce

Future
365 Attributes
RGI Product Info
& Images Workgroup
(Required/Voluntary)

Aggregate Data
for Consumer Insight

Consumer Experience & Engagement
GS1 US National Data Quality Program

National Data Quality Program

DATA GOVERNANCE PROCESS
Master Data Management

EDUCATION & TRAINING PROTOCOL

ATTRIBUTE AUDIT

INDUSTRY BEST PRACTICES
Supplier/Manufacturer, Wholesaler/Distributor, Receiver/Buyer/Provider

BUSINESS SECTORS
Apparel, General Merchandise, Hardlines, Healthcare, CPG, Grocery, Fresh Foods, Retail, Foodservice
Based Upon 5-point best practices

1. Adhere to GS1 Standards and Rules for foundational attributes in internal setup

2. Assign data owners throughout the organization

3. Appoint one entity/department/individual as the sole owner of product data

4. Audit all new items produced in a sustainable production environment ready for shipment (finished goods)

5. Execute communication on attributes, both internally and externally
Brand Owner Data Quality Certification Overview
The Case for Certification

• A certification program will provide industry with a consistent, standards-based approach to ensure the proper processes, and procedures are in place to ensure consistent, accurate, complete data over time.

• Short-term: *reduces* the need for demand-side audits and scorecards while their supply-side partners modify their current business practices.

• Long-term: *eliminates* the need for demand-side audits and scorecards.

• Will result in efficiencies for all trading partners.
GS1 US National Data Quality Program

• Organizations can apply to GS1 US or a certified Solution Partner for certification.

• Several options exist for certification:
  - Category
  - Business Unit
  - Business Process
  - Business System

• Organizations determine how they will become certified (e.g., single category, all categories at once, etc.).
GS1 US National Data Quality Program Tools

1. Quick Start Guidance

2. GS1 US National Data Quality Program – Framework

3. GS1 US National Data Quality Program – Assessment

4. GS1 US National Data Quality Program - Data Governance Best Practice Guidance

5. GS1 US National Data Quality Program – ROI Calculators

6. Data Quality Solutions provided by GS1 US Advisory Services

www.gs1us.org/data-quality
# The Effect of a ½ pound on Transportation Costs

<table>
<thead>
<tr>
<th></th>
<th>Scenario 1 (Existing data)</th>
<th>Scenario 2 (Measured data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Weight</td>
<td>9.5 lbs</td>
<td>9.0 lbs</td>
</tr>
<tr>
<td>Pallet Weight</td>
<td>1,900 lbs</td>
<td>1,800 lbs</td>
</tr>
<tr>
<td>Truck Weight Limit</td>
<td>45,000 lbs</td>
<td>45,000 lbs</td>
</tr>
<tr>
<td>Pallets per Truck</td>
<td>23 pallets</td>
<td>25 pallets</td>
</tr>
<tr>
<td>Cases per Truck</td>
<td>4,600 cases</td>
<td>5,000 cases</td>
</tr>
<tr>
<td># Trucks</td>
<td>109</td>
<td>100</td>
</tr>
<tr>
<td>Cost per Truck</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Total Costs</td>
<td>$327,000</td>
<td>$300,000</td>
</tr>
</tbody>
</table>

Case weight is actually ½ pound less

Extra ½ pound per case allows 2 additional pallets per truck

400 more cases per truck

9 less trucks

$27,000 in Savings

At **200 SKUs**, and **just 3%** have the case weight overstated in a similar fashion: That would be **$162,000** in potential savings!
What we have learned and next steps
Benchmark (2014)
Aggregate Item & Case Scorecard

**Item**
Sample size: 1,754 unique GTINs

<table>
<thead>
<tr>
<th>Physical Audit compared to Master Data</th>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item Accuracy* (height, width, depth)</td>
<td>79.5 %</td>
<td></td>
</tr>
<tr>
<td>Pack Quantity</td>
<td>73.3 %</td>
<td></td>
</tr>
<tr>
<td>Country of Origin (COO)</td>
<td>89.1 %</td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>54.2 %</td>
<td></td>
</tr>
<tr>
<td>Declared Net Content/UoM</td>
<td>97.3 %</td>
<td></td>
</tr>
</tbody>
</table>

*Item Accuracy Detail

<table>
<thead>
<tr>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>85.2 %</td>
</tr>
<tr>
<td>Width</td>
<td>88.7 %</td>
</tr>
<tr>
<td>Depth</td>
<td>87.7 %</td>
</tr>
</tbody>
</table>

*The overall accuracy identifies the percentage of items that had a 100% match of the sync versus audited dimension values

**Inner**
Sample Size: 74 unique GTINs

<table>
<thead>
<tr>
<th>Physical Audit compared to Master Data</th>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inner Accuracy* (height, width, depth)</td>
<td>31.1 %</td>
<td></td>
</tr>
<tr>
<td>Pack Quantity</td>
<td>95.9 %</td>
<td></td>
</tr>
<tr>
<td>Country of Origin (COO)</td>
<td>86.4 %</td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>66.2 %</td>
<td></td>
</tr>
<tr>
<td>Declared Net Content/UoM</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

*Inner Accuracy Detail

<table>
<thead>
<tr>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>54.1 %</td>
</tr>
<tr>
<td>Width</td>
<td>52.7 %</td>
</tr>
<tr>
<td>Depth</td>
<td>48.6 %</td>
</tr>
<tr>
<td>Gross Weight</td>
<td>86.1 %</td>
</tr>
</tbody>
</table>

**Case**
Sample Size: 1,700 unique GTINs

<table>
<thead>
<tr>
<th>Physical Audit compared to Master Data</th>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Accuracy* (height, width, depth, gross weight)</td>
<td>55.5 %</td>
<td></td>
</tr>
<tr>
<td>Pack Quantity</td>
<td>79.3 %</td>
<td></td>
</tr>
<tr>
<td>Country of Origin (COO)</td>
<td>78.0 %</td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>78.2 %</td>
<td></td>
</tr>
<tr>
<td>Declared Net Content/UoM</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

*Case Accuracy Detail

<table>
<thead>
<tr>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>85.2 %</td>
</tr>
<tr>
<td>Width</td>
<td>91.8 %</td>
</tr>
<tr>
<td>Depth</td>
<td>93.3 %</td>
</tr>
<tr>
<td>Gross Weight</td>
<td>71.4 %</td>
</tr>
</tbody>
</table>
# Industry Progress (Nov 2016)  
## Aggregate Item & Case Scorecard

### Item  
Sample size: 756 unique GTINs

<table>
<thead>
<tr>
<th>Physical Audit compared to Master Data</th>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item Accuracy* (height, width, depth)</td>
<td>60.6 %</td>
<td></td>
</tr>
<tr>
<td>Pack Quantity</td>
<td>99.3 %</td>
<td></td>
</tr>
<tr>
<td>Country of Origin (COO)</td>
<td>86.3 %</td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>98.0 %</td>
<td></td>
</tr>
<tr>
<td>Declared Net Content/UoM</td>
<td>79.5 %</td>
<td></td>
</tr>
</tbody>
</table>

### Inner  
Sample Size: 607 unique GTINs

<table>
<thead>
<tr>
<th>Physical Audit compared to Master Data</th>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inner Accuracy* (height, width, depth, gross weight)</td>
<td>53.0 %</td>
<td></td>
</tr>
<tr>
<td>Pack Quantity</td>
<td>62.1 %</td>
<td></td>
</tr>
<tr>
<td>Country of Origin (COO)</td>
<td>100.0 %</td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>100.0 %</td>
<td></td>
</tr>
<tr>
<td>Declared Net Content/UoM</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

### Case  
Sample Size: 695 unique GTINs

<table>
<thead>
<tr>
<th>Physical Audit compared to Master Data</th>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Accuracy* (height, width, depth, gross weight)</td>
<td>58.7 %</td>
<td></td>
</tr>
<tr>
<td>Pack Quantity</td>
<td>42.0 %</td>
<td></td>
</tr>
<tr>
<td>Country of Origin (COO)</td>
<td>90.6 %</td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>99.1 %</td>
<td></td>
</tr>
<tr>
<td>Declared Net Content/UoM</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>*Item Accuracy Detail</th>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>77.8 %</td>
<td></td>
</tr>
<tr>
<td>Width</td>
<td>72.6 %</td>
<td></td>
</tr>
<tr>
<td>Depth</td>
<td>68.4 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>*Inner Accuracy Detail</th>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>64.6 %</td>
<td></td>
</tr>
<tr>
<td>Width</td>
<td>65.7 %</td>
<td></td>
</tr>
<tr>
<td>Depth</td>
<td>71.5 %</td>
<td></td>
</tr>
<tr>
<td>Gross Weight</td>
<td>82.2 %</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>*Case Accuracy Detail</th>
<th>KPI</th>
<th>% Accurate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>76.0 %</td>
<td></td>
</tr>
<tr>
<td>Width</td>
<td>84.0 %</td>
<td></td>
</tr>
<tr>
<td>Depth</td>
<td>85.2 %</td>
<td></td>
</tr>
<tr>
<td>Gross Weight</td>
<td>74.2 %</td>
<td></td>
</tr>
</tbody>
</table>

*The overall accuracy identifies the percentage of items that had a 100% match of the sync versus audited dimension values.*
How customers leveraging the program
Target’s 2016 Data Quality Program

VENDOR CERTIFICATION model that validates Item Data Accuracy for vendors by category

Process

- Supplier needs to get **90% overall accuracy** on both the **ITEMS** and **CASE dimensions** we audit in order to be certified.
- Supplier will be notified if they fail validation; **will be given at least 120 days to clean up their own data** before Target will perform another audit within same category.
- Certification valid for 3 years
  - Interim audits yearly for renewal. If a vendor fails, they lose certification.
  - Re-certification mandatory every 3 years.
Industry insights & impacts

Think Business Opportunity v. Certification

Validate Assumptions

Elevate Awareness & Prioritization

Industry has to LEAD.

Efforts are typically underestimated.
Current Activities

• **Expanding attributes**
  - Joint Retail Grocery & Foodservice Workgroup to align on eCommerce attribute needs

• **Certifying 3rd Party Auditors (Pillar 3)**
  - Available Jan 2016
  - Certification: Company & Individual level
  - 3 solution providers certified to date

• **Continue to Engage Brand Owners in the Program**
  - Active pipeline managed by GS1 US

• **Global: GS1 Data Quality Framework**
  - Active participation and alignment with GS1 US industry-defined program
  - GS1 US participating in proof-of-concept for Global Office MDS and Brand Owner Certification
Benefits of Item & Case Data Accuracy

**Shopper Benefits:**
1. Comprehensive and seamless shopping experience
2. Accurate price/product compare to shelf tag
3. Improved on-shelf availability
4. Improved consumer brand confidence
5. Improved consumer retailer loyalty

**Cost Savings:**
1. Improved trailer optimization
2. Elimination of transportation fines
3. Warehouse storage efficiencies
4. Elimination of inaccurate weight and measure (penalties and fines)
5. Proper product identification

**Enhanced Collaboration:**
1. Improved trading partner relationships
2. Expedited new item setup
3. Greater plan-o-gram accuracy
4. Improved U.P.C. transition

**Risk Mitigation/Cost Avoidance:**
1. Digital order matches physical products
2. Consumer is able to see accurate product nutrition information at time of order
3. Consumer is aware of ingredients/allergens at time of order
4. Product transparency

**Improved Retail Execution:**
1. Accurate order delivery
2. Reduction of out-of-stocks
3. Improved speed to shelf execution
4. More effective promotion execution
5. Integrated digital experience

**The Global Language of Business**

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BRAND OWNERS
Best Practice for Data Governance
Create, Maintain, and Share Accurate, Timely, and Complete Data
Institutionalize Electronic Data Exchange
Measure product from stable production environment
Ongoing Audit

DEMAND SIDE PARTNERS
Best Practice for Data Governance
Receive data from suppliers
Institutionalize Electronic Data Exchange
Allow data to flow through to internal systems

SOLUTION PARTNERS (AUDITORS)
Program Execution
Provide data feed to scorecard

GS1 US
Program Governance & Execution
Develop and Maintain Best Practice Guidance, Education & Training Execution
Scorecard Execution
SP Certification
GS1 US National Data Quality Program

Data Governance Process:

- A strong data governance process is essential to strong master data management - leading to good quality data.

- Within the GS1 US National Data Quality Program, an organizations master data management and data governance process is assessed to determine the degree which people processes and procedures are in place to ensure quality data is maintained.
Education & Training Protocol

Education & Training

- Within the GS1 US National Data Quality Program, an organization’s Education and Training Protocol is examined to:
  - Determine if those responsible for data quality have been trained
  - Assess the method(s) by which they are kept current

- The assessment is comprised of three quizzes
  - GTIN Management Standard
  - GS1 Package Measurement Rules
  - GDSN – if applicable
Attribute Audit

The ultimate proof of an organization’s capacity to produce and maintain good data lies within the product information itself.

Within the GS1 US National Data Quality Program, the Attribute Audit assesses certain key product attributes to verify that the attribute information being shared matches the physical product.
# Data Quality Attributes

## Foundational

- Brand Name
- Declared Net Content/UoM
- Pack Quantity
- GTIN

Once the GTIN is shared with a trading partner – a change to any of these attributes, independent of which stage in the product development cycle (pre-production or production) will need to adhere to the GS1 GTIN Allocation Rules.

## Fundamental

- Linear Dimensions (height, width, depth) *
- Gross Weight /UoM*
- Country of Origin
- Ti-Hi

A change to any of these attributes in the product pre-production stage does not require adherence to the GS1 GTIN Allocation Rules. Once in production the rules will need to be adhered to.

*Overall Accuracy: if any of the linear dimensions or gross weight is out of tolerance – the item/case is considered inaccurate.
What Does The Program Cover?

National Data Quality Program

DATA GOVERNANCE PROCESS
Master Data Management

EDUCATION & TRAINING PROTOCOL

ATTRIBUTE AUDIT

INDUSTRY BEST PRACTICES
Supplier/Manufacturer, Wholesaler/Distributor, Receiver/Buyer/Provider

BUSINESS SECTORS
Apparel, General Merchandise, Hardlines, Healthcare, CPG, Grocery, Fresh Foods, Retail, Foodservice

= Certification
Interim Audits: Attribute Audit Only

- Performed annually between certification cycles to validate sustainable processes.

- Use the **same process and requirements** as Attribute Audits for initial certification but the sample size and the sample pool are different:
  - Half the size of the initial audit.
  - Varies by year:
    - Year 1: representative of the top 20% of sales revenue plus new items.
    - Year 2: representative of the top 50% of sales revenue plus new items.
    - Year 3: representative of the entire portfolio.

The incrementally larger sample pool allows suppliers to focus on cleaning up the data of existing items.
Take a moment to rate this session
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