



The Global Language of Business

GS1 Standards Event

11 – 15 April 2016 – Jersey City

Building standards to deliver business value

Session: Standards Development University MO General Session
Time: 13:30-14:30, 14 April

Who may attend: GS1 Member Organisation Staff

Speaker(s): Greg Rowe, Standards Development Operations, 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>.

Agenda

- Welcome
- MO IP risk mitigation (10)
- GSMP improvements in action
 - Every successful standards journey begins with a compelling business case (15)
 - Distributed work groups (5)
- MO to MO sharing - open sharing, what's working in your country and what's not (20)
- GS1 GO Customer Service (10)

Local IP Policy Pilot

Learnings of introducing the GS1 IP Contribution Declaration Agreement in The Netherlands

Loek Boortman, CTO, GS1 Netherlands

Special thanks to Marie Pètre, Director Corporate & Legal Affairs

April 14th 2016, Jersey City, GSMP event



Why the MOs need a IP Policy

- GS1 Member Organisations (**MOs**), like GS1 Netherlands, often represent their members in GSMP WG. MOs may submit the output of their local WG and industry requirements to a GSMP WG.
- CDA = final piece in the puzzle, ensure that Companies participating in local WG also provide license in line with license terms imposed on participants in GSMP at global level.

Not a question 'if' but 'when'

 MORRIS, MANNING & MARTIN, LLP
ATTORNEYS AT LAW

November 19, 2008

CONFIDENTIAL

#

Attn: #

Re: Unauthorized release of trade secrets and copyrighted information to the GDSN and GSMP communities

Dear #:

Please read this letter carefully, as it may affect your and/or your company's liability for the use of information made available in the GSMP and GDSN community rooms sponsored by GS1. This letter is being sent to you because you are or your company is a participant in one or both of these rooms. A notice similar to this letter was also posted in the GSMP and GDSN community rooms.

Recently, a number of proposed standards have been submitted for discussion and adoption in these community rooms. These proposed standards have been provided in those files set forth in the exhibit to this letter (collectively, "Taxonomy Files").

After review of the Taxonomy Files, Edgenet, Inc., through its Big Hammer division, has determined that the information in the Taxonomy Files was originally developed by Big Hammer. Big Hammer had disclosed this information to a third party under nondisclosure obligations. The information in the Taxonomy Files is not provided to any third parties except under non-disclosure obligations. This information somehow ended up with someone involved in the GSMP and GDSN communities.

The information in the Taxonomy Files are trade secrets of Big Hammer and should not have been disclosed to you. This is your notice that any continued use by you of this information will be considered a misappropriation of Big Hammer's trade secrets, for which legal action is available.

In addition, the information in the Taxonomy Files is the copyrighted work of Big Hammer. As the copyright holder, Edgenet retains the exclusive right to copy, modify, publicly display, and distribute this information. This is your notice that any copying,

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In order to prevent any further use of this information and to avoid further potential liability arising from your retention or further use, Edgenet strongly encourages you to:

- permanently delete all copies and all derivatives of the Taxonomy Files in all forms of media, and
- provide a copy of this message to any person or computer to whom you sent the Taxonomy Files or its derivatives.

Your failure to do so may result in legal action being taken against you, your company, and those who have received the information from you, as well as increase the potential damages that may be assessed against you. This offer is without prejudice to any other claims and causes of action that may be available against you for the use and distribution of this information.

Big Hammer is a strong believer and participant in this and other standards organizations. However, Big Hammer will continue to vigorously enforce its rights in its intellectual property.

Please let us know if you have any questions about this message.

Sincerely,

Morris, Manning & Martin, LLP

By: Paul H. Ames, Esq.

cc: Mr. Tom Frederick, CEO, Edgenet

PHH:dh

"Your failure to do so [take specific action] may result in legal action being taken against you, your company, and those who have received the information from you, as well as increase the potential damages that may be rendered against you."

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What did we do

- Finalized the GS1 IP Contribution Declaration Agreement
- selected e-signature and management tool (+/- € 25 annually)
- Identified affected local workgroups
- Produce targeted marketing materials
- Presented to workgroups and relevant steering committees
- Organized 2 webinars to answer specific (legal) questions
- Sent out 58 agreements to members in 3 different working groups

What did the pilot bring

User companies

- A safer environment for cooperation

GS1 Netherlands

- Mitigating IP risks (22 Agreement signed, 7 canceled, 29 in progress)

For all GS1 MO's

- Full suite of marketing collateral (Q&A's, presentation for legal audience, presentation for user, one pager)
- Improved and final GS1 IP Contribution Declaration Agreement
- Tested and proven tool
- Project framework (steps, sequence, timeframe, scope)
- Value proposition ("GS1 IP's policy builds trust")
- Educated and experienced people that you can consult (Eileen, Marie, Loek)
- 51 additional companies that you can reference because they either have or will sign

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Customer Service Processes

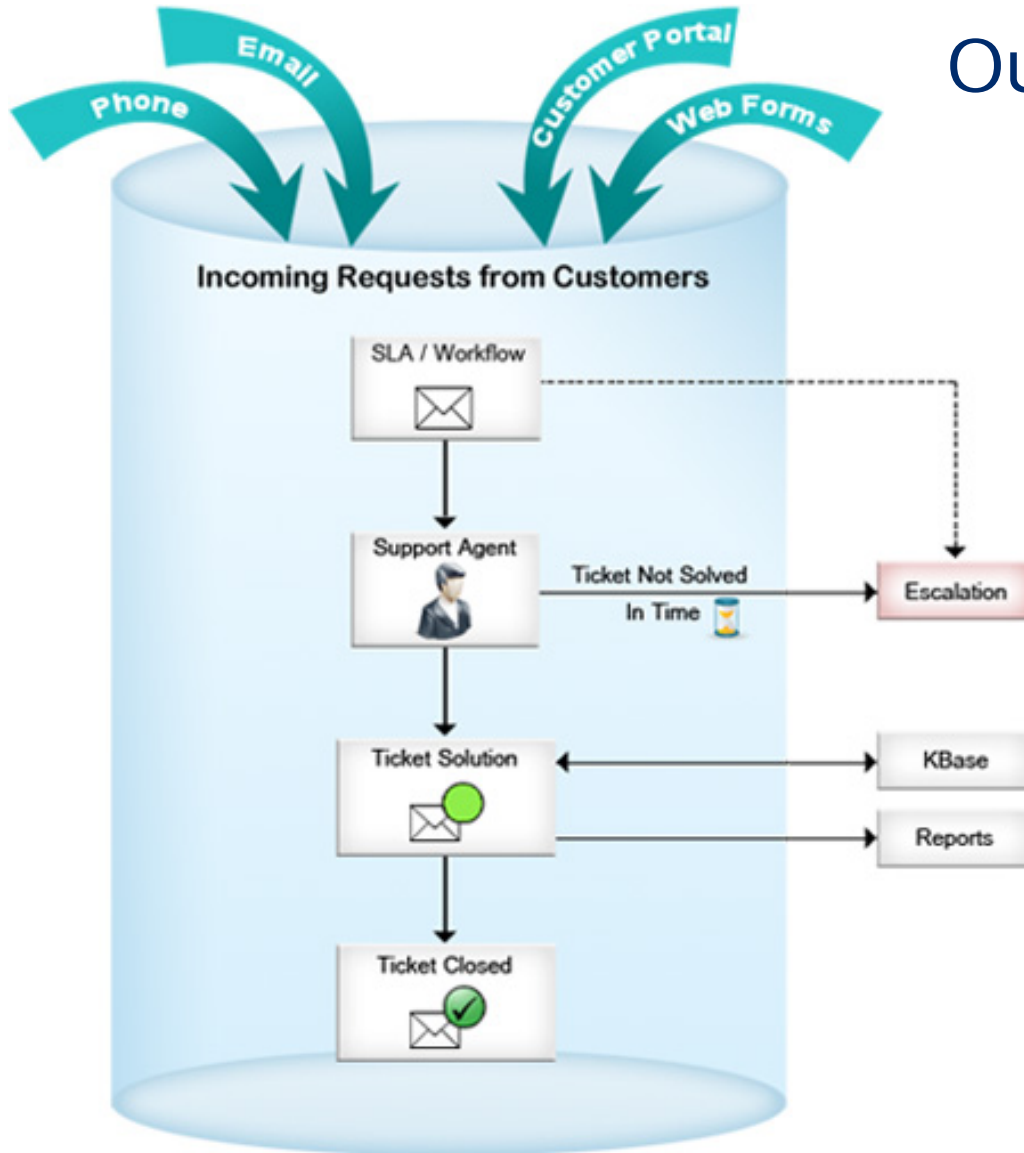


Helpdesk



FAQ development

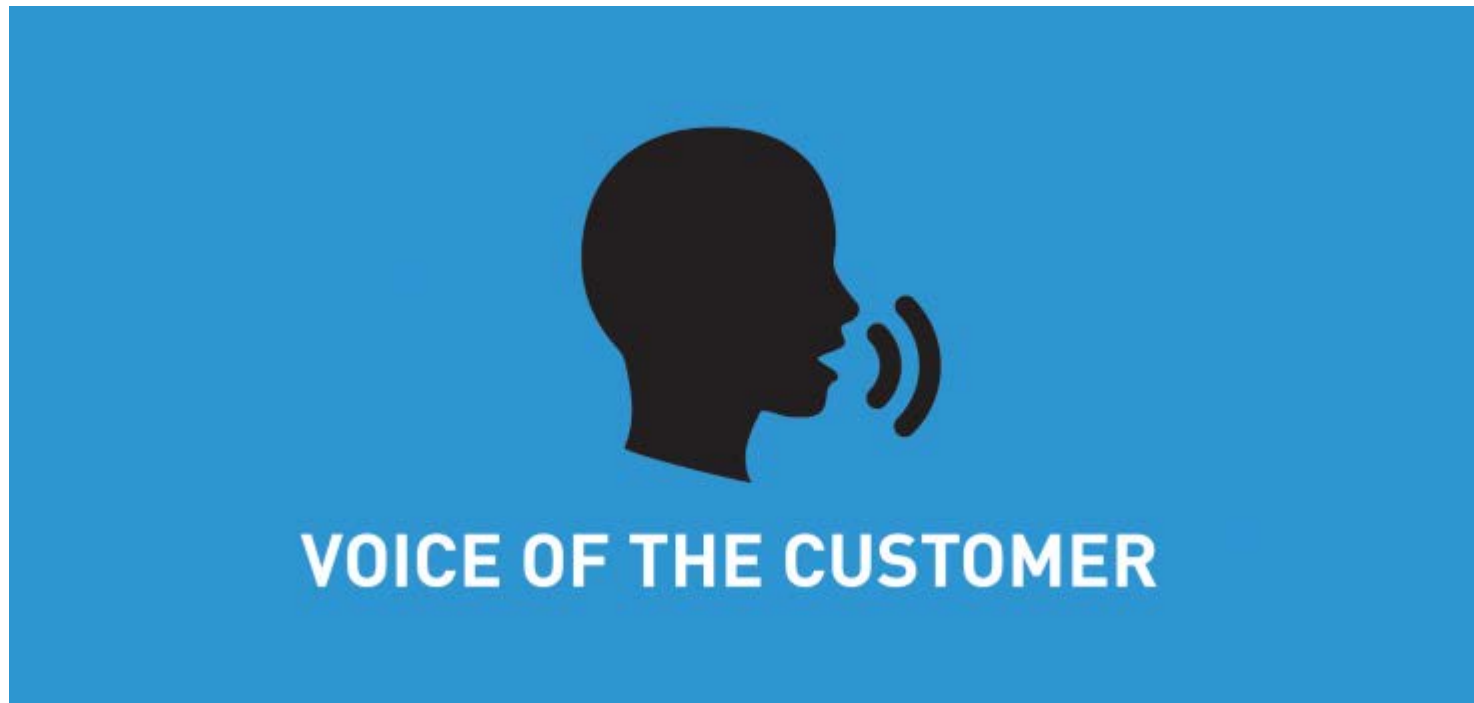
Our Helpdesk Process



Capturing Voice-of-customer



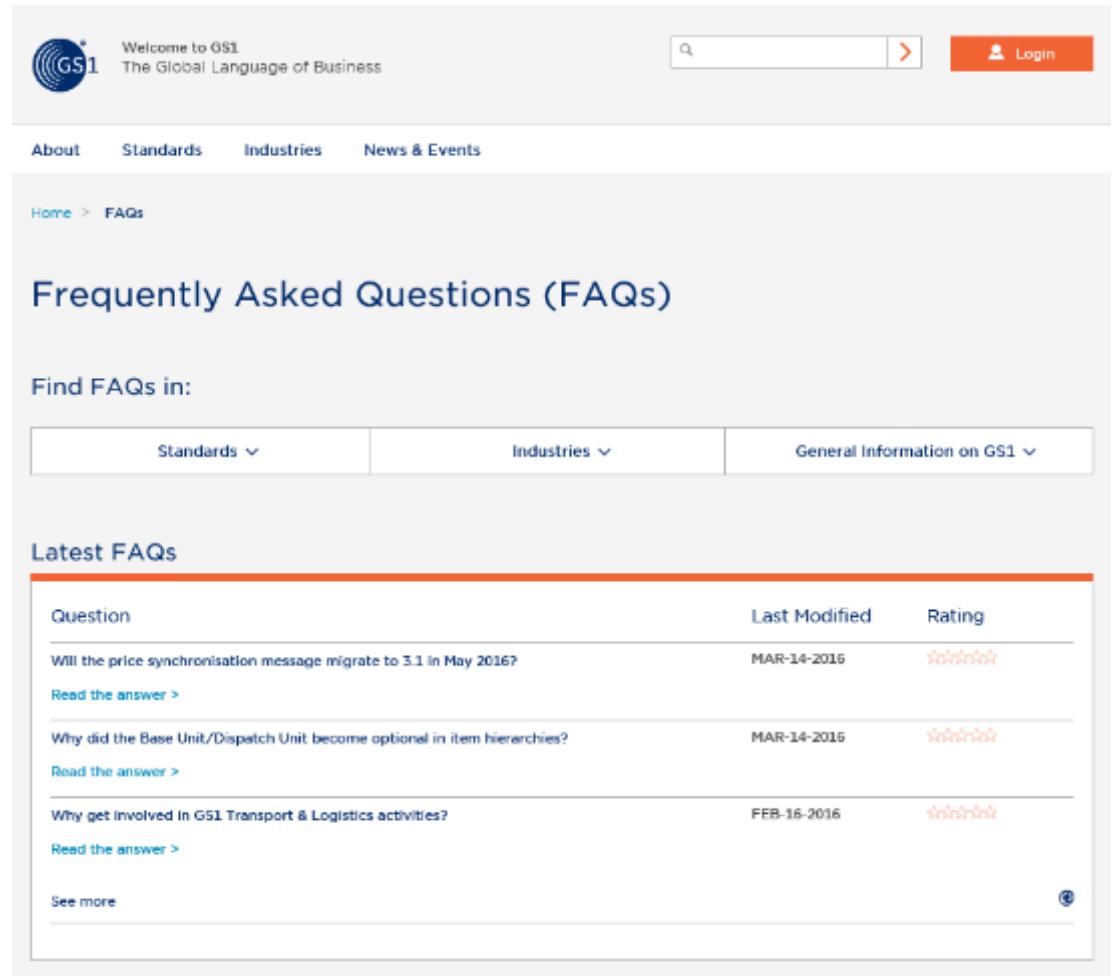
At case closure you are given the opportunity to provide feedback on our support received.



Our FAQs


Visit our new
FAQs section

www.gs1.org



The screenshot shows the GS1 website's FAQ section. At the top, there is a navigation bar with the GS1 logo, the text "Welcome to GS1 The Global Language of Business", a search bar, and a "Login" button. Below the navigation bar are links for "About", "Standards", "Industries", and "News & Events". The main content area is titled "Home > FAQs" and "Frequently Asked Questions (FAQs)". Underneath, there is a section "Find FAQs in:" with three dropdown menus: "Standards", "Industries", and "General Information on GS1". Below this is a section "Latest FAQs" containing a table of questions and answers.

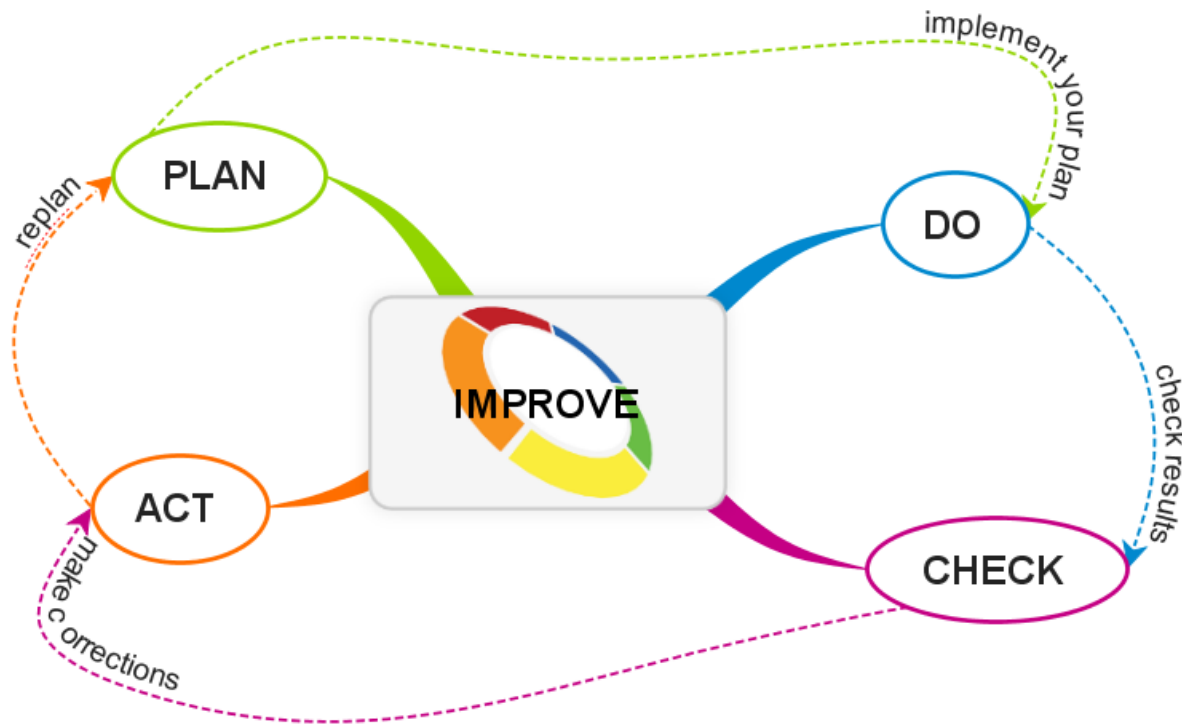
Question	Last Modified	Rating
Will the price synchronisation message migrate to 3.1 in May 2016? Read the answer >	MAR-14-2016	☆☆☆☆☆
Why did the Base Unit/Dispatch Unit become optional in item hierarchies? Read the answer >	MAR-14-2016	☆☆☆☆☆
Why get involved in GS1 Transport & Logistics activities? Read the answer >	FEB-16-2016	☆☆☆☆☆

[See more](#) 



Continuous Improvement

We update our FAQs and/or training programs according the received questions?



We give our customers
the best support





I'm responsible for the GO Helpdesk - the support service for MOs - and the FAQ website.

Silvia Venturini

A black and white photograph of a man in a white shirt sitting at a desk in an office. He is smiling and looking towards the camera. The desk has a computer monitor, a laptop, a keyboard, a mouse, and a smartphone. There are large windows in the background showing a cityscape.

I deliver trainings and capture MO needs for standards improvements

Iteris Oney

GS1 Helpdesk

FOR MOs ONLY

Have a question about GS1?
We will answer it!



Easy
to contact



Get quality
support



Receive
timely answers

Contact us:
helpdesk@gs1.org



Easy to contact

- Get help with any and all GS1 questions
- Single Point of Contact: helpdesk@gs1.org



Get quality support

- Tap into GS1's pool of experts
- We provide you the answer you are looking for



Receive timely answers

- Your question handled immediately and...
- Followed up until it is resolved

Contact us:

helpdesk@gs1.org

Thank you



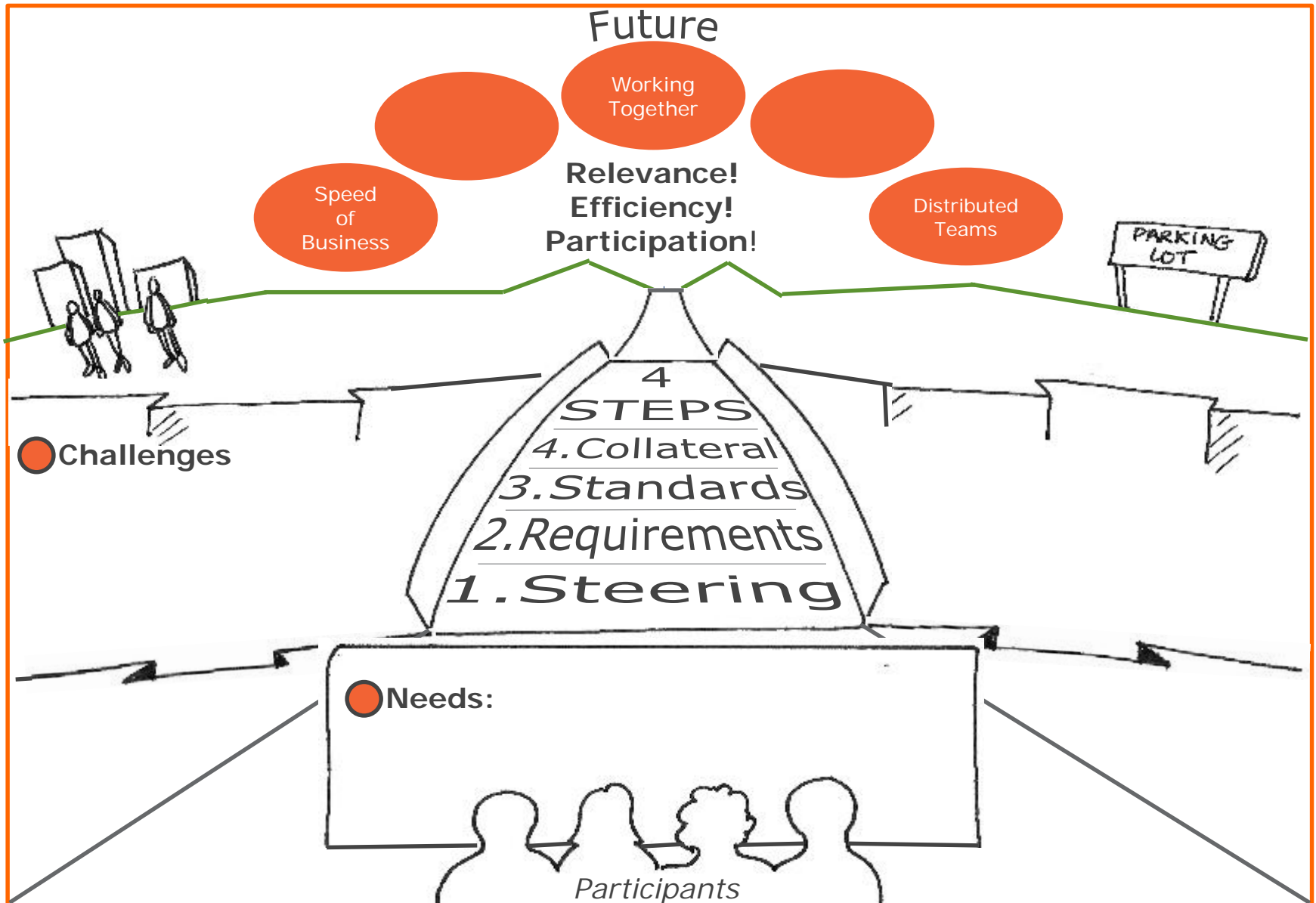
The Global Language of Business

Every successful standards journey begins with a compelling business case
Results from posters & how we can implement “Change”

14 April 2016



The Journey



Group activities



Results

Common 'Challenges'

- Time zone
- Geographical local markets
- Language barrier
- Slows process

**Piloting
Distributed
Work Group**

- More business process driven
- Less technical
- Document business case

**You got it!
New Entrance Criteria
Step 1**

- Time to market
- Technical
- Business cycles 5-6 months
- Standards not technical

**Correct!
GSMP implementing new
approach used for
Unique ID**

Common 'Needs'

Agree.
Global Office needs to work on

- Training & Education
- Easier to understand the process

Valid point.
We need to develop

- Efficient way to collect local input

Absolutely!
Global Office to conduct more Marketing

- Create global awareness when standards completed

Definitely!
Entrance Criteria has more business approach

- More business involvement
- Business representation, interaction

List of Vision (bubbles)

- Wider engagement
- Continuous improvement and refining of standards
- Sharing
- Need for simplicity
- More open
- Clarity in requirements
- Knowledge management
- Knowing what is being worked on
- Search capabilities to find information

Distributed Work Group

Creates a true global standards:

- Brings true global participation into the global standards development process

Eliminate the Barriers of:

- Time
- Geography

Engage the GS1 Community:

- MO facilitates community participation
- Broaden MO and Standards Development collaboration
- Expand participation in GSMP work groups
- Participation from business experts
- Part of a global decision making process

Distributed Work Groups (DWG)



Forming a Distributed Work Group

- GS1 MO manages and facilitates the DWG
- GS1 MO forms a Distributed Work Group
- Each member signs the following IP forms:
 - GS1 GO IP Policy
 - GS1 GO Opt-in
 - Benefits to DWG for signing these IP forms:
 - Each community member can participate and contribute to each working group they are a member of
 - Each community member can participate in all GSMP community reviews and vote on all global standards
- MO staff lead attends the global groups meetings and bring the agenda back to their local group
- MO staff lead provides feedback from the DWG to the global group

Distributed Work Group (DWG) Pilot

- GS1 Australia will pilot DWG for the MRO in Rail work group
- They already have a local Rail User Group
- DWG will review documents as they become available and provide feedback to the global group
- DWG members will be recorded as Contributors giving a truly global participation
- Pilot will help build DWG guide

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MO to MO Sharing

- Ask other MO's how they are solving a particular problem
- What's working at your MO
- What's not
- Tell us about your successful implementations

Contact Eileen.Harpell@gs1.org if you want to be on the agenda for the next MO to MO sharing!

Two “To do’s”, please!

1. Check-in to this session
2. Rate this session using the mobile app

Need help? Visit the Registration desk.

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