GS1 Standards Event 2016
Building standards to deliver business value

Plenary

Jersey City, New Jersey, USA

Tuesday, 12 April 2016
Keynote: Accuracy. Consistency. Simplicity

Michael Sansolo
Sansolo Solutions, LLC
No bucks, no Buck Rogers

What makes these rockets fly?
Accuracy: The state of being precise or correct
Shoppers: Accuracy equals trust

- Price
- Quantity
- Quality
- Authenticity
Executives: Accuracy is efficiency

- Supply chain
- Shelf space
- Pricing models
Consistency: Conformity in the application of something, typically necessary for logic or fairness
Consistency

• Shoppers
  - I get what I expect every time:
    • Price
    • Quality
    • Taste
    • Value

• Executives
  - No surprises
  - No hidden costs
  - No mistakes
  - No delays
  - Happy shoppers
Simplicity: The quality of being easy to understand or do; being plain or natural

Shoppers or Executives: Make it EASY!
Business realities

Accuracy  
Consistency  
Simplicity  
Customer satisfaction  
Business growth  
Accuracy  
Consistency  
Simplicity  
Customer satisfaction  
Business growth
Why it matters now

“It’s a tectonic shift that’s going on in the food marketplace right now.”

• Walter Robb, co-CEO, Whole Foods
Causes of change

- Technology
- Economic
- Demographic
Causes of change

Economic

Demographic

Technology

Unemployment

Retirement woes

Housing

Diversity

Sharing

Endless feedback

Delayed ‘adulthood’

Smartphones

Social media
Inside the mind of a shopper

- Family
- Money
- Time
- Personal
Inside the mind of a CEO

- Financials
- Operations
- Shoppers!
- Personnel
A simple reality

Those who best adapt, win

Customer needs are under pressure
One issue leads to another...
Making ends meet

• 76% of Americans living paycheck to paycheck

• Student debt tops $1 trillion

• Boomers unprepared for retirement
Gen Why Bother...

- Later to drive
- Later to graduate
- Later to move out of the basement
- Later to get a job
- Later to marry
- Later to have children
The Sharing Generation
Communicate in today’s world

Source: Google UX Team Research, The Royal Society, Biological Sciences
Signs of change
### Cookware & Bakeware

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Rating</th>
<th>Price</th>
<th>Available From</th>
<th>Quantity Desired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cuisinart MCP-12N MultiClad Pro Stainless Steel 12-Piece Cookware Set</td>
<td>5.0</td>
<td>$243.97</td>
<td>Offered by Amazon.com</td>
<td>1</td>
</tr>
<tr>
<td>Lodge L10SK3 Pre-Seasoned Skillet, 12-Inch</td>
<td>5.0</td>
<td>$32.48</td>
<td>Offered by Great Households</td>
<td>1</td>
</tr>
<tr>
<td>Lodge LBSGP3 Pre-Seasoned Cast-Iron Square Grill Pan, 10.5-inch</td>
<td>5.0</td>
<td>$32.00</td>
<td>Offered by Amazon.com</td>
<td>1</td>
</tr>
</tbody>
</table>

### Small Appliances

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Rating</th>
<th>Price</th>
<th>Available From</th>
<th>Quantity Desired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presto 07061 22-inch Electric Griddle With Removable Handles</td>
<td>5.0</td>
<td>$19.97</td>
<td>Online Store</td>
<td>1</td>
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</table>
The Omni-channel world
Inside the mind of a CEO

- Financials
- Operations
- Shoppers
- Personnel
Inside the mind of a CEO

Regulations
Capital Expenses
Activists

Health Care
pensions
Interest rates

Financials
Operations
Shoppers
Competition

Mergers and acquisitions
Data Spills
Global trade
E-commerce
Food/Product Safety

Social Media Commentary
What excites your CEO?

Sales  Profits  Customer Experience
Your role...
The real killer Apps
What people use

waze
Outsmarting traffic, together.
Make restaurant reservations the easy way
Our network connects diners with more than 32,000 restaurants worldwide.
A lesson from long ago
Thank you!

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Enjoy the week!

Ask questions  Share experiences  Seek new ideas  Have fun!
Save the date!
GS1 Industry and Standards Event
3–7 October 2016 in Europe