



The Global Language of Business

Retailer Checklist for 2D Pilots



The checklist below provides suggested elements to support the discovery and planning for a 2D pilot. Consider not only the technical elements you need to examine, but also the coordination needed for assembling and aligning your internal and external stakeholders.

Use cases for 2D barcodes

From consumer engagement to traceability to inventory management, a variety of use cases can be unlocked by leveraging additional product data in 2D barcodes. For more information, visit the GS1 2D in Retail webpage at: www.gs1.org/2dbarcodes.

Other resources

The [2D Barcodes at Retail Point-of-Sale Getting Started Guide](#) is a comprehensive resource to understanding the basics of 2D barcodes and the product data that can be included in them.

If consumer engagement is a key goal for your pilot or implementation, see the [Best practices for creating your QR Code powered by GS1](#).

Technical checklist

- Partner with your scanner and POS solution providers for guidance on system readiness for 2D.
- Evaluate backend system upgrades required to leverage additional data.
- Ensure systems can ingest additional data to support new business use cases.
- Ensure your scanners are ready to read all 2D in Retail standard barcodes.

Stakeholder checklist

- Collaborate with trading partners to align on business use case opportunities and additional data that you would like to capture.
- Evaluate opportunities for your private label products (see checklist for manufacturers).
- Collaborate closely with solution providers; make sure POS checkout is updated and configured for your business use cases.
- Identify common goals and measures with collaboration partners.
- Educate in-store associates.
- Educate consumers: self checkout, omni-channel and consumer engagement.

Questions about the 2D future? [Contact GS1](#) for help with your journey toward a new dimension in barcodes!