



Introduction to Global Data Synchronization

AI Garton GS1 US



Agenda

- Who is GS1 US?
- What is Collaborative Commerce and Data Synchronization?
- Data Synchronization Foundation
- Data Synchronization Business Case
- How the GDSN Works





About GS1 US

- Not-for-profit, member organization
- Dedicated to development and implementation of standards-based, global supply chain solutions
- Solutions used by nearly one million member companies worldwide across 25 industries





GS1 US And The Book Industry

- Current Activities (through BISG)
 - Expansion of ISBN to 13-digits will establish ISBN as a true member of the GTIN family
 - Working to eliminate dual bar coding of books
 - Will allow one and only one identifier in electronic commerce transactions
 - Bringing the GS1 Member Companies closer to the world of books





What is Collaborative Commerce?
What is Global Data Synchronization?





The Problems

- Out of stocks
- Invoice errors
- Unknown delivery status





How Familiar Is This Scenario?

- Picture a busy Saturday at any retailer
 - Retailer works with supplier to plan an important promotion
 - Time starved consumers respond to the promotion
 - The item is out of stock in the desired size, color, style, flavor, title
 - As a result, the frustrated, irritated consumer leaves the store to continue his/her search





Is anything being done to improve this situation?

- Successful retailers and suppliers realize the need to balance inventory management for effective Return on Investment (ROI)
- Attempts to collaborate have consisted of various forms of vendor managed and quick response programs
- While these actions have helped, more can be done to improve supply chain efficiency





Retailers View of Item Maintenance

- Manufacturer - *Electronic*
- Manufacturer - *Fax/Paper*
- Manufacturer - *Email*
- Manufacturer's Rep - *Manually*
- Wholesaler - *Electronic*
- Wholesaler - *Fax/Paper*
- Wholesaler - *Email*
- Wholesaler's Staff - *Manually*
- 3rd Party - *Electronic*
- 3rd Party - *Fax/Paper*
- 3rd Party - *Email*
- 3rd Party - *Manually*
- Retailer's Staff - *Computer Aided*
- Retailer's Staff - *Manually*

**Few
Standards**

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Background of Collaborative Commerce/Data Synchronization

- Oct 2001, AT Kearney was engaged by Grocery Manufacturers of America (GMA) and Food Marketing Institute (FMI) to evaluate and provide recommendation regarding e-collaboration
- Developed a model
- Recommend implementation of GS1 standards-based solutions
- GS1 – “Collaborative Commerce”





Collaborative Commerce Definition

- Definition: Processes, technologies and the supporting standards that allow continuous and automated exchange of information between trading partners





The Path to Collaborative Commerce

The Steps to Collaborative Commerce





REQUIRED Foundational Steps Global Data Synchronization

- Step 1: Item and Location Identification
- Step 2: Communicate Item and Location Information
- Step 3: Continuous Update of Item and Location Information
- Enable trading partners to keep core information synchronized – a prerequisite for effective collaborative commerce

