

# GDSN in the Book Industry

BEA

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- “Big Box” retailers already using GDSN data pools
- Will demand book data be available in the future
- Growing share of publishers’ revenue
- Book retailers also showing interest
- “One Stop Shopping” - Most book retailers sell more than books, and some of the other products they sell are already in or being tested in data pools
- As GDSN grows to incorporate more attributes, it could one day supplant ONIX

- **UPC to EAN transition**
  - Retailers need a product database from which to retrieve prices when they move from scanning price-point UPCs to item-specific EANs
- **RFID – Radio Frequency Identification**
  - Will be required by some retailers
  - GDSN participation is required

- **Greater Collaboration**
  - Participation in GDSN accomplishes the first three steps to Collaborative Commerce
    1. Item Identification
    2. Communicating Information
    3. Continuous Updates
- **Globalization of book information**
  - GDSN global registry means title information is available to retailers worldwide

- **GTIN – Global Trade Item Number**
  - 14 digits
  - In its simplest form, the 13 digit ISBN with a zero added to the front, indicating one copy of that book
  - Other, non-zero, digits can be added to the start to indicate different packaging levels (carton, pallet), but the check-digit must then be recalculated

- **GLN – Global Location Number**
  - 13 digits
  - Uses company EAN.UCC prefix
  - Role of SAN within GDSN is being discussed
  - Multiple GLNs can be sent to identify owner of data (publisher), desired recipient(s) of data, and supplier of data, if different than owner

- GPC – Global Product Category
  - Very General
  - Printed Material
    - Book
    - Audio Book
    - Serial

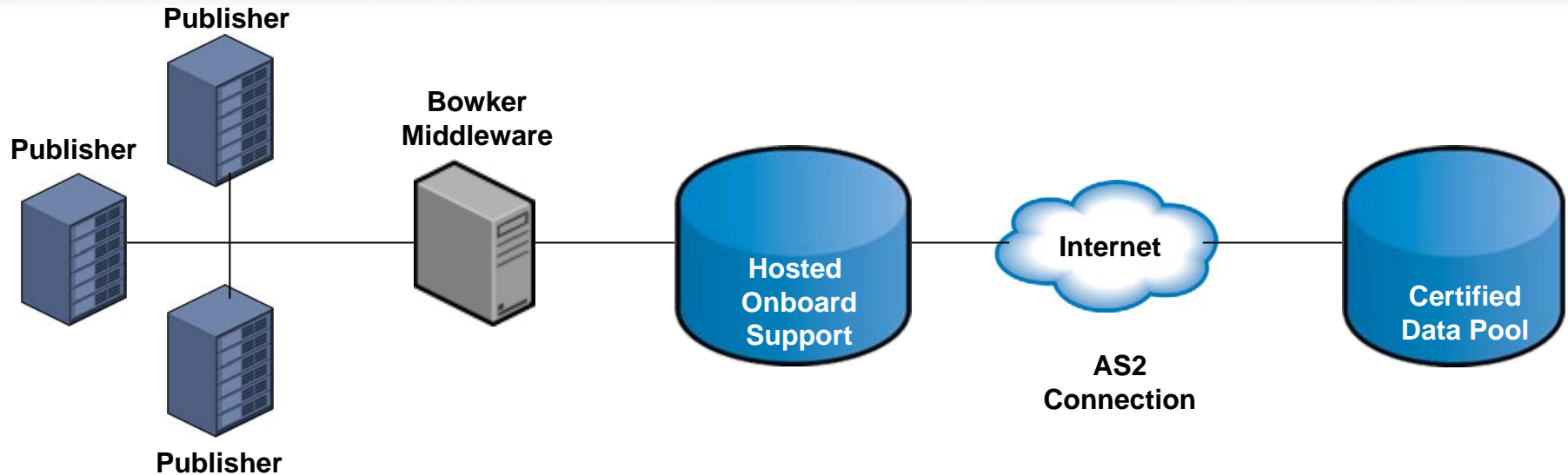
- **Dimensions**
  - Height
  - Width
  - Depth
  - Weight
  - Packaging level – each, box, crate, pallet, etc.

- Minimal descriptive data
  - Title
  - Publisher
  - Retail price
  - Potentially imprint, subject, short description

- Additional descriptive data
  - The book industry can request that additional attributes (fields) be added to the GDSN format (GDD – Global Data Dictionary)
  - As additional attributes are added GDSN could approach the detail ONIX now provides
  - Ability of GDSN to carry added content (images for instance)

- Price Changes
  - GDSN requires a new GTIN be assigned to a product if the price is printed on the product and the price changes
- ISBN Uniqueness
  - GS1 does not recognize the publisher prefix following 978 or 979. Therefore there is no way to stop a publisher/distributor from registering a GTIN that does not belong to them

# Bowker GDSN Solution



## Capabilities

- GDSN validations performed in hosted database
- Staging environment for aggregating data
- Web GUI to...
  - Manage Customer GLNs
  - Reviewing & editing data
- Query product status on GDSN

## Advantages

- Bowker converts data to required format
- No development needed by publishers
- Simplify data sync for publishers
- Automate process for publishers
- Publishers control what to sync and to who

- Bowker forwards data to a hosted application
- System validates and uploads the data to GDSN data pool
- Web interface
- Publishers can access their own GDSN data and control to whom it is sent
- Publishers can then see retailers' responses (accept, reject, sync)

# Thank You

Andrew LaCroix

908-219-0224

[andrew.lacroix@bowker.com](mailto:andrew.lacroix@bowker.com)