

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

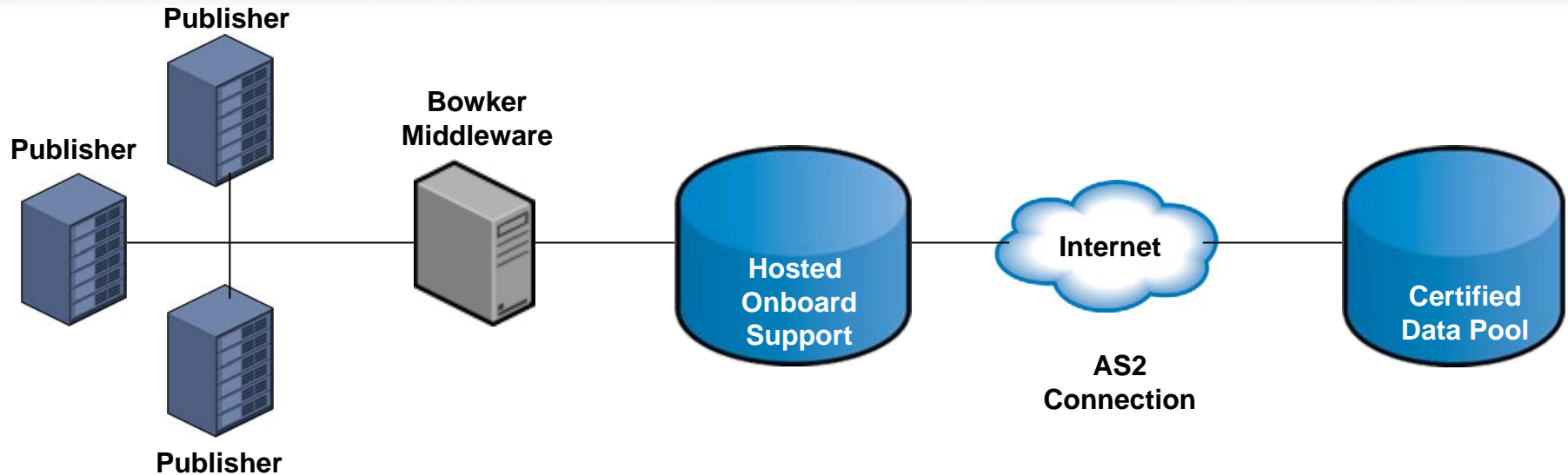
- Dimensions
 - Height
 - Width
 - Depth
 - Weight
 - Packaging level – each, box, crate, pallet, etc.

- 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