



Book Industry Study Group

*Global Data Synchronization
and the Book Industry*

BookExpo America 2006

Brought to you by the Book Industry Study Group, Inc.

Agenda

- **About BISG**
 - Wendell Lotz, BISAC Chair
- **Introduction to Global Data Synchronization**
 - Al Garton, GS1 US
- **Business Case: How GDSN Works**
 - Dan Wilkinson, 1 SYNC
- **GDSN in the Book Industry**
 - Andrew LaCroix, RR Bowker



About BISG

- Industry's leading trade association for policy, standards and research.
- Represents all segments of the supply chain.
- Develops and maintains standards that enable effective communication among all segments of the industry supply chain.
- Conducts research and gathers data on issues affecting the book industry as a whole.

The BISG Mission

BISG's mission is to create a more informed, empowered, and efficient book industry supply chain.



How We Accomplish Our Mission

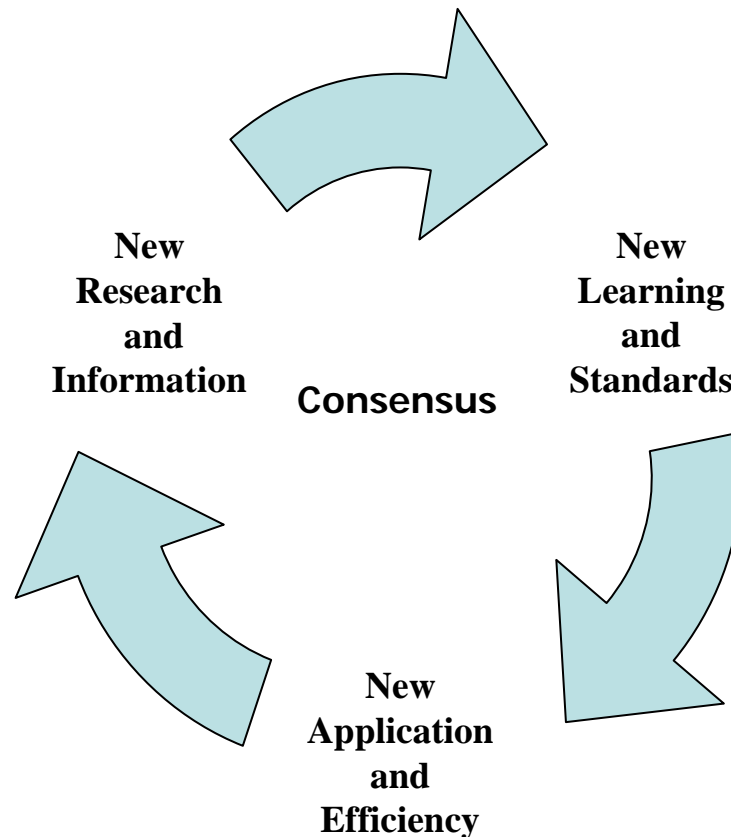
- Provide a forum for the book industry
 - Policy development
 - Best working practices
 - Consensus on industry issues
- Develop standards for effective industry supply chain communications
- Conduct research on issues affecting the book industry



How We Accomplish Our Mission

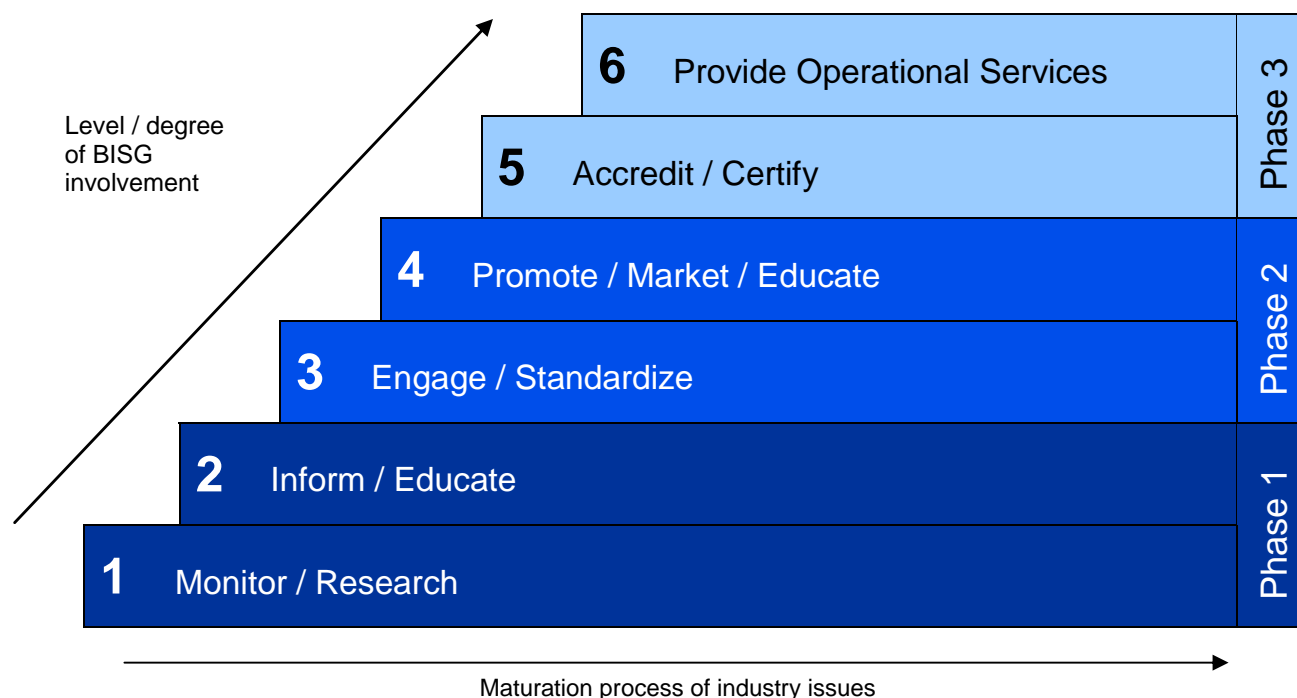
BISG is best at:

- facilitating broad supply chain consensus;
- establishing industry-wide standards; and
- improving efficiency among trading partners.



How We Accomplish Our Mission

BISG tracks an issue or need along the maturation process and engages where it can add the greatest value.



Why GDSN?

- GDSN Is Not an “If” but a “When”
 - GDSN is coming.
 - Many major companies, both retailers and manufacturers, are either already participating in GDSN or have plans to.
 - Just like EDI and bar codes, this is going to impact our industry.



Why GDSN?

- We Need to Set the Standards. (Don't let the standards be set for us.)
 - The book industry needs to get involved now to make sure that we are driving the setting of standards for our products.
 - Standards for attributes assigned to “printed material” are already being developed in the GPC (Global Product Classification).

Why GDSN?

- GDSN Brings Books into the Global Market
 - Involvement in GDSN brings books into the same general retail world as other consumer products.

- Benefits All Aspects of the Supply Chain
 - Better data helps everyone: retailers, publishers and distributors.
 - Utilizing the GDSN can provide better, more effective and more accurate means to communicate item information.

What's Next for BISG?

- Formation of a BISG Task Force to examine GDSN, steer the industry and serve as liaison between different BISG/BISAC committees that are also impacted by GDSN.
- BISAC Metadata Committee continues to analyze the differences between ONIX and GDD attributes and identify missing attributes.
- BISG to work with the Global Product Classification (GPC) group to have additional attributes added to the GDD.
- BISG to get involved with other committees as necessary to work on other challenges such as the role of the distributor.