



GS1 Alliance & Partnership Program

GS1 Australia Alliance Partner Program: broaden your circle of influence



As an expert supplier of the technologies that make the GS1 System a reality for our members, your organisation is vital to the success of Australian supply chains. When you become a GS1 Australia Alliance Partner, that expertise is both recognised and rewarded.

GS1 Australia values our partners and will work closely with your team to build a solid relationship based on real benefits for your business and our members. Distinguished from the crowd of technology suppliers as an Alliance Partner, your partnership with GS1 Australia is reinforced in the myriad of communications with subscriber members, providing your business with an unparalleled marketing advantage.

Everybody wins. GS1 Australia members confidently deal with Alliance Partners they know are accredited, while Alliance Partners enjoy GS1 Australia endorsement and a unique connection to our user membership of more than 16,000. Alliance Partner status opens doors.

Membership has its privileges, so become an Alliance Partner today and take your place as a leader in this vibrant and progressive community. We look forward to having you on board.

Maria Palazzolo
CEO



Build your partnership with the GS1 Australia community at one of three levels: Associate Alliance Partner, Business Alliance Partner or Strategic Alliance Partner.

GS1 Associate Alliance Partner



This level of Alliance Partnership is the foundation of our entire program and attracts seven key benefits also shared by Strategic and Business Alliance Partners:

GS1 Membership

Your Alliance Partner fee includes the GS1 registration fee and annual subscription fee.

GS1 Accredited Status

The credibility of GS1 Accreditation as a supplier of GS1 System compliance solutions is a priceless business differentiator tool for GS1 Associate Alliance Partners.

The value of GS1 Accreditation of hardware and software technologies is providing partners with clear differentiation to GS1 members when they select to purchase technology products.



A Partnership Program that suits your commitment level

Inclusion in the GS1 Solution Providers Directory

A comprehensive listing in the authoritative GS1 Solution Providers Directory, accessible 24 hours a day online at www.gs1au.org

The GS1 website is widely used by the GS1 membership as well as the 100 plus GS1 staff on a daily basis.

The GS1 website receives over 35,000 hits per month!

Promotion by GS1 Australia

Your status as an Alliance Partner is promoted to members in GS1 Australia marketing collateral and materials which is widely circulated to the GS1 membership community and engagement with Australian Industries and many associations.

Access to GS1 Australia resources

Alliance Partners are regularly featured in GS1 Australia's *Supply Chain LINK* Newsletter, which has a circulation of more than 25,000 and an even greater readership.

Your business will also have access to the dedicated resources of GS1 Australia's Alliance & Partnership team.

Alliance Partner Logos

GS1 Australia Alliance Partner Logos are available for exclusive use by members to promote their status within the program in compliance with GS1 Australia brand and usage guidelines.

Access to GS1 Global Industry User Groups and Global Standards Management Process

As GS1 Australia members, Alliance Partners gain access to global user groups in many industry sectors including healthcare, transport & logistics, defence and traceability.

Alliance Partners are also invited to participate in the Global Standards Management Process – a structured review process for suggested enhancements to GS1 Standards via user groups or GS1 Member Organisations on behalf of users.

Pages 4-6 details the Alliance Program rewards in length.

GS1 Business Alliance Partner: Additional Benefits



In addition to the benefits received by Associate Alliance Partners, Business Alliance Partners are also offered the opportunity to be involved in GS1 Australia's education campaigns, including Education & Training road shows, industry engagement programs, joint case study development, collaboration around emerging technologies and joint marketing to GS1 members.

Your company also enjoys priority access to the Supply Chain Knowledge Centre (SCKC) as well as exhibition kiosks and GS1 Australia function rooms in Melbourne and Sydney.

GS1 Strategic Alliance Partner: Even more Rewards



GS1 Australia has tight links with Strategic Alliance Partners, who are rewarded for their collaboration with benefits beyond those received by our Business and Associate Alliance Partners.

Perhaps the greatest of all the benefits enjoyed by Strategic Alliance Partners is the opportunity to be involved in virtually every facet of GS1 Australia's go to market campaigns.

In recognition of their leading role in the GS1 Australia community and their commitment to the GS1 System, Strategic Alliance Partners are invited to join the GS1 Supply Chain Knowledge Centre (SCKC) Advisory Group, which influences the direction of this flagship educational facility.

Responding to developing technologies is fundamental to the Supply Chain Knowledge Centre's future and its direction is guided by this Advisory Group that reviews new modules and the format of technology demonstrations from Alliance Partners.

A place in the GS1 Australia Supply Chain Knowledge Centre Advisory Group alongside GS1 Australia's Senior Management team and other industry leaders builds invaluable connections for your business.

Recognising this support, Strategic Alliance Partner corporate logos are proudly displayed at the GS1 Australia Melbourne and Sydney Supply Chain Knowledge Centre.

Page 6 details the Supply Chain Knowledge Centre.

Participation Brings Recognition and Rewards



GS1 Australia services in excess of eighteen industry sectors, representing 52% of Australia's GDP which accounts for 55% of Australian companies, who employ over 70% of the country's workforce. Its 16,000 members range from small, medium and multi-national organisations and operate in both the public and private sectors. *Source: Australian Bureau of Statistics Data*

Signal your credibility with GS1 Accreditation

Build your company knowledge base with regular training and accreditation direct from the system's custodian, GS1 Australia.

Accreditation is awarded on successful completion of a structured training program designed specifically for supply chain technology providers and recognises your:

- Clear company policy on all aspects of the GS1 System for numbering and bar coding
- Staff members are trained to allocate numbers and produce bar codes that comply with GS1 System requirements and scan reliably
- Comprehensive, thoroughly documented quality assurance systems

A special place in GS1 Australia's marketing material

Your role as an Alliance Partner and the status it confers is without parallel.

The message behind the Alliance Partner Program is embedded in the plethora of GS1 Australia promotional mediums. Partners receive coverage in prominent collateral such as the GS1 Australia Corporate Brochure, GS1 Australia 2006 Year in Review and flyers distributed to members, partner

organisations and governments – both locally and internationally.

Build your profile through GS1 Australia's quarterly newsletter

The *Supply Chain LINK* newsletter is the perfect way to connect directly with the diverse GS1 Australia membership.

Circulated to over 25,000 people, the *Supply Chain LINK* will be one of your vital connections to the GS1 membership.

The newsletter covers a database ideally qualified for supply chain technology offerings. It is unparalleled in its diversity as every bar code owner in Australia receives the newsletter from micro to multinational businesses.

You'll reach:

- Manufacturers and producers
- Wholesalers, distributors, importers and exporters
- Transport and logistic industry businesses
- Retailers, including supermarkets and the warehouse businesses across 18 industries, including grocery, personal care, textiles, clothing, footwear, pharmaceutical goods, hardware, paper, building supplies, chemical products, machinery and other equipment

Reinforce your profile as a knowledge leader with articles and advertisements appearing in *Supply Chain LINK*. Our editors welcome your news about industry developments, technical advice and trials.



Above: The GS1 Supply Chain LINK Newsletter

Joint case studies showcasing your successes

Because success breeds success, GS1 Australia publicises inspiring stories of how members leveraged the incredible power of the supply chain using the GS1 System with the assistance of Alliance Partners.

Joint case studies demonstrate the business case for supply chain technology and highlight your company's capabilities in a real life application - all expressed in the words of your clients. The case study being interwoven with GS1 Standards elevates it to industry case study status providing more profile and media leverage as well.

Alliance Partners are encouraged to submit case studies for GS1 Australia's newsletter, *Supply Chain LINK*, while others are produced in partnership for presentation at industry events or circulated to the media and via the GS1 Australia website.

Joint marketing campaigns

Your partnership with GS1 Australia extends to joint marketing campaigns informing members of the latest advances in supply chain management.

The opportunities are without bound: participate in GS1 Australia seminars or call on us for support at your own events, co-develop white papers, sponsor direct mail or work in concert with GS1's Professional Services team.

The resources of GS1 Australia, from the simplest of collateral to the full weight of the groundbreaking reports, are at your disposal to promote the value of supply chain projects.

Presenting your business at events

GS1 Australia leads, supports and participates in a full calendar of industry events each year and, as an Alliance Partner, your business is invited to leverage our investment.

There are endless possibilities with joint marketing activities and collaborative initiatives: deliver an address, tour with a road show, share an exhibition stand, network with guests or demonstrate your technology at a mini-expo.

One of the highlights of the GS1 Australia event calendar is its bi-annual conference and expo, Impetus, where leaders in the field gather to discuss the latest developments in supply chain standards and emerging technologies. Select from a range of sponsorship packages which are exclusive to Alliance Partners to expose your business to Australia's most highly qualified supply chain management audience with exhibition and/or speaking opportunities.



Above: GS1 Alliance Partners on display at CeBIT 2006

Additional sponsorship opportunities are available to promote your business directly to GS1 Australia members with perfect timing - at the moment they are investigating supply chain management.

GS1 Australia business case studies, white papers, research documents and industry development campaigns attract members who are ready to act and searching for supply chain solutions. Participation and funding of these projects brings Alliance Partners new opportunities for the endorsement of their business, products and services.

Make the Supply Chain Knowledge Centre (SCKC) your off-site meeting venue

As an Alliance Partner, you'll enjoy free access to GS1 Australia's award-winning training facility, the Supply Chain Knowledge Centre (SCKC).

The GS1 SCKC is a purpose-built learning facility that demonstrates how supply chain management can make a real difference through interactive simulation.

The ideal neutral venue for collaboration and off-site meetings, the SCKC boasts several conference rooms fully equipped with audio visual equipment. And due to its popularity in Melbourne, there is now a SCKC based in our Sydney office which was launched in April 2006. Best of all, the Centre's renowned supply chain training simulator is at your disposal for private sessions – just remember to book early!

Everything you need, even catering services, is available to make your next meeting, training session or sales presentation a resounding success.



Above: The GS1 Supply Chain Knowledge Centre



Above: The GS1 Strategic Alliance Partner wall in the Supply Chain Knowledge Centre

Be easily found in the Solution Providers Directory

Take your place in Australia's leading directory of supply chain management service providers, the GS1 Australia Solution Providers Directory.

Here, GS1 Australia members searching for the right equipment and services needed to implement the GS1 System can quickly and easily access your contact details. Because the directory is online, you are free to update your listing with your latest offerings and news of recent case studies and GS1 Australia provides regular reports on visitor statistics for your appraisal.

Continually updated by Alliance Partners and GS1 Australia, the directory is a magnet for search engines, extending your reach across the Internet.

Extend your team and referral network

Just as GS1 Australia's team of experts advises on the best use of the GS1 System, our people also refer members to the right solution provider, particularly our trusted Alliance Partners.

In fact, your status as a Partner welds a deep bond with almost every aspect of the GS1 Australia organisation. You will find yourself working with GS1 Australia Professional Services as the team manages some of the nation's most high profile supply chain projects, or standing beside GS1 Australia Member & Industry Services team as entire industries embrace the GS1 System, and leverage the expertise of the GS1 Australia Marketing and Communications team to spread the word.

And always, you can count on the dedicated support of GS1 Australia Alliance & Partnerships team to make the most of your partnership with us.

Testimonials



GS1 Strategic Alliance Partners



Telstra Corporation

Through the GS1 Foundation Partnership Program, Telstra is working with GS1 to provide technology and infrastructure that will assist Australian businesses in understanding about the many new RFID and collaborative applications that can enable new levels of supply chain efficiencies.

As a member of the EPCglobal Solutions Partnership Program Telstra recognises the importance of Global Standards in the development of complex supply chain solutions and are providing Telstra's expertise to improve client's business through IP Transformation.

GS1's support to Telstra such as the use of the SCKC for training initiatives and other industry, marketing and business development efforts, has been appreciated and valued.

Jonathan Loretto, GM
Telstra Extended Enterprise Solutions

Intermec Corporation

Intermec Technologies Australia values its Strategic Partnership; and through this association has benefited in greater market expansion and has helped to increase its partner channel involvement and membership through the GS1 Alliances Community. Over the years, and working in partnership with GS1, Intermec has gained additional profile, branding, and networking opportunities.

While partnership with the GS1 Organisation has far reaching benefits, on a local level, I am proud to be associated with the GS1 team, because they are committed to excellence, very involved, entrepreneurial, and fun to work with.

Tony Repaci, Field Sales Manager
(Australia & New Zealand) Intermec

GXS

Joining GS1 Australia's Strategic Alliance Partner Program has provided GXS with opportunities to collaborate with GS1 Australia and those GS1 members seeking to develop community based eCommerce solutions, and gather valuable feedback on GXS's new technologies. GXS has been continuously impressed by the array of business and market place options provided by GS1 Australia in marketing and events, such as CeBIT, Retail Business Technology Expo and other GS1 campaigns like Impetus and education road shows.

Furthermore GXS' status as an EPCglobal Solution Partner and EANnet Certified Solution Partner has directly been augmented by the Strategic Alliance. These solution specific partnerships have enabled GXS to increase the effectiveness and reach of business development work with GS1 Australia.

GXS are delighted with the return from their Strategic Alliance with GS1 Australia.

Ian Lister, CEO
GXS A/NZ

GS1 Business Alliance Partners



Supply-LINQ

Supply-LINQ became a Business Alliance Partner at the inception of the program because it saw the need for collaboration between all participants in the industry, in communication and education.

The Business Alliance Partner Program has provided Supply-LINQ with significant benefits in terms of company exposure, and networking opportunities with other businesses working in the retail industry.

Bryce Ferguson,
Managing Director, Supply-LINQ

Innovit

For Innovit, working with GS1 Australia is an obvious choice. Our partnership provides Innovit with fast access to new market opportunities. GS1 is also an avenue for tapping into global initiatives including EANnet/GS1net, GDSN and RFID standards.

Bang Chau, CEO
Innovit

GS1 Associate Alliance Partners



DENSO

The GS1 Associate Alliance Partner program has enabled us to promote the quality of our products, solutions and services via the various GS1 Alliance partner events: networking, training, business updates and exhibitions.

It is important for DENSO to associate itself with leading industry organisations to ensure that our customers receive the latest industry and technology solutions to maximise their business efficiency.

Mr. Brett Newstead, Product Manager
Applied Electronic Products,
Denso International Australia





The Supply Chain Knowledge Centre Advisory Group

IBM Australia

IBM has been a supporter and strategic partner with GS1 Australia since the partner program inception; initially as a Foundation Alliance Partner and now as Strategic Alliance Partner. IBM is an advocate of open global standards and a strong supporter of the global standard for RFID technology, EPCglobal. To help drive adoption of these standards, IBM Australia is an EPCglobal Australia Solution Partner and working with GS1 Australia in local marketplace development.

As Australian Information Industry Association (AIIA) representative on the GS1 Australia Board and having also participated in the SCKC Advisory Board, I can assert that GS1 Australia is truly passionate about sound business solutions and market development through the uptake of global standards and alignment with the ICT industry.

John LaVacca, Asia Pacific Leader
SMB Sector, IBM Global Business Services

Matthews Australasia

As a GS1 Strategic Alliance Partner our association with GS1 contributes significantly to our ability to support global compliance and to speak with some authority on current and emerging trends in supply chain efficiency enhancements.

As a strong supporter of the program,

we've seen benefits across networking, corporate branding and business development. The excellent resource of the SCKC enables us to provide our customers with credible guidance and to provide training for all levels of their staff. As an EPCglobal Solution Partner, Matthews has had the opportunity to be involved with several key projects, such as the recent Patties Foods EPC implementation.

Along with GS1's diverse marketing and event offerings for alliance partners, our level of involvement has also provided Matthews with tangible value. Networking events such as CeBIT and Impetus are good examples.

Mr Lester Nichol, MD
Matthews Intelligent Identification



GS1 Accredited Company, Print Quality

insignia

Gaining GS1 Accreditation has provided us with a greater understanding of the issues surrounding bar code quality. The use of the verifier allows us to more accurately print bar codes to industry standards, delivering a better product to our customers.

Andy Hecke
Marketing Manager
insignia Pty Ltd

Broaden your circle of influence.
Extend your partnership with GS1 Australia into programs dedicated to specific standards and user communities that stand apart from the wider GS1 Australia membership.



EPCglobal Australia Solution Partnership

Electronic Product Code (EPC) is emerging as the global standard for Radio Frequency Identification (RFID) technology in supply chain applications. As a globally accepted standard, developed by industry and for industry, EPC is set to accelerate the use of RFID technology for a higher degree of business management and control. EPCglobal Australia, a subsidiary of GS1 Australia, is overseeing the development and use of EPC throughout the nation, and actively guiding Australian supply chains through this implementation.

As an EPCglobal Australian Solution Partner, your business is in a unique position to make its mark as a knowledge leader and a pioneer in a global program. EPCglobal Australian Solution Partners are invited to participate in pilots, industry initiatives, case studies and education programs. Naturally, you are also entitled to participate in the EPCglobal industry standards and local adoption group, and EPCglobal accreditation programs, as well receiving an insignia to display on your marketing collateral to promote your partnership status with EPCglobal.



Other GS1 Partnership Programs on offer

Cedar Creek Company

Cedar Creek Company is an enthusiastic supporter of the message that GS1 brings to industry and sees its strategic partnership with GS1 as a key part of its market positioning.

Since becoming a Strategic Alliance Partner with GS1, Cedar Creek Company has seen real, quantifiable benefits arising from the partnership.

With worldwide interest growing in use of RFID in the supply chain, Cedar Creek Company has also become an EPCglobal Solutions Partner to further leverage the GS1 relationship in positioning the company as a competent RFID solutions provider.

Tony Abbot, CEO
Cedar Creek Company

SAP Australia

SAP has been strategically partnering with GS1 Australia since their partner program inception in 2002 initially as Foundation Partner and now as Strategic Alliance Partner. It is important as the leader in Enterprise Applications Solutions (particularly Supply Chain Applications) that SAP works closely with GS1 on supply chain standards here and globally.

The global standard for RFID technology, namely EPCglobal is a solutions partnership program which SAP has joined at Head Quarters and in Australia. SAP as an EPCglobal Solution Partner is continually exploring local business development with key clients and solutions alignment with GS1 products such as EANnet®. With the advent of Global Data Synchronisation for industries such as Consumer Products and Retail, it is becoming important to assist clients with the management of their master data as well as their first projects with RFID.

Len Augustine,
Director Marketing
Resource Centre (APA)
SAP Asia Pacific

EANnet® Certified Solution Partnership



Show that your software meets all the requirements of EANnet by becoming an EANnet Certified Partner.

The EANnet Certification logo demonstrates your company is recognised as a solution provider and that your software has been fully tested by GS1 Australia and guaranteed to support:

- The complete EANnet data set
- All error and warning messages
- All EANnet business rules
- Upload processes
- All action codes, including new products, price changes and deletions
- Static item and price only transactions

EANnet Certification is an endorsement to a subscriber community of over 1,000 users enjoying explosive growth and ready to invest in technology that they can trust – your technology.

Leadtec

Leadtec is proud to be a GS1 Strategic Partner. Leadtec has been able to and work closely with GS1 to develop new industry opportunities and products to support new standards. As an EANnet Certified Solution Partner, Leadtec's clients can be comfortable that our solutions will meet the industry standards.

Scott Needham, MD
Leadtec Systems Australia

Pronto

As a Strategic Alliance Partner, our involvement with GS1 Australia is testament to Pronto's commitment to stay abreast of relevant industry initiatives so that we continue to deliver comprehensive and robust supply chain solutions to our customers and the market in general.

Bonnie Ryan, Product Manager
Supply Chain Solutions, Pronto

RosettaNet Partnership



Join RosettaNet Australia, a not for profit consortium of companies with more than 500 international members, and work with the cream of the world's high technology companies.

RosettaNet is the custodian of standards for smart electronic trading in the high technology, semiconductor manufacturing, telecommunications and electronic components sectors.

Locally, RosettaNet is aligned with peak industry body, the Australian Electrical and Electronics Manufacturers Association (AEEMA) and membership is your chance to expose your business to this exciting sector.

Take action today

It's time to take your place as a leader in the GS1 Australia Alliance Partner community and participate in leading the way to an efficient supply chain system of standards.

Contact GS1 Australia's Alliances & Partnerships team on 1300 366 033 or via the GS1 Australia website www.gs1au.org for more information.



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