



GS1net Australasia
Data Synchronisation Service

A close-up photograph of a woman with long brown hair, smiling warmly while holding a mobile phone to her ear. She is wearing a white collared shirt under a dark blue blazer. The background is a blurred office environment with other people in business attire.

GS1net Data Synchronisation Service

Every company in the world has one or multiple databases filled with information about the products they make, sell, or buy. To enable efficient trading practices, this data needs to be shared with all customers and trading partners. If this data is not shared, difficulties occur when a company needs to change information in its database or add a new item to it; suddenly the “catalogue” that trading partners have isn’t up to date anymore.

That’s where GS1net can help.

Our Answer to a Common Business Challenge

Across the supply chain Australian and New Zealand businesses share many typical problems:

- Out-of-stock situations
- Delays in getting products to market
- Invoice discrepancies and order mismatches
- Maintenance of product data integrity

Getting product data right and being able to share this data with your trading partners is vital in a world of global markets and rapid change.

A form of data synchronisation is taking place today between all suppliers and buyers, often without the companies even realising. Suppliers share product information with buyers to ensure the supply chain operates effectively and that their products reach consumers. Buyers require product information from their suppliers to drive many areas of their business; for example, new product introductions and warehousing and distribution information.

Today, this sharing of information is done largely in a manual way, through emails, faxes and telephone calls. But it is often done only on a one-to-one basis and can be costly, error prone and inefficient.

Now there is a better way: *GS1net*

GS1net is the data synchronisation solution for Australia and New Zealand. GS1net lets you enter, validate, store and maintain all your product, pricing and other related trade item information in a single location. You can then easily share this global standards-based information with the trading partners you work with, across all industry sectors and even globally.

GS1 Australia and GS1 New Zealand are working with their members in more than 18 industry sectors and GS1net is currently endorsed or being piloted across many of these sectors including grocery, liquor, healthcare, hardware, office supplies and a range of other industry sectors. Many businesses in these sectors are seeing real business benefits delivered through the use of GS1net.



A New Paradigm – Consumers Accessing Your Product Information

Consumers are now looking for more detailed information about the products they are purchasing right at the time of making a buying decision. What if this information came directly from the suppliers to the consumers via the use of GS1net? With the advent of “smart phones” this is fast becoming a reality. Information relating to allergens, recycled content and other detailed product specifications could make the difference in influencing a consumer’s purchasing habits and even ensure they make the right decision about your products.

Who is GS1 Australia?

GS1 Australia is a neutral, not-for-profit organisation and an affiliate and Member Organisation of GS1, a leading global organisation dedicated to the design and implementation of global standards for supply chains. A total of 108 member organisations in 155 countries are authorised to administer the GS1 standards, the most widely used supply chain standards in the world. GS1 Australia strives to help its members work more efficiently with the GS1 standards.

GS1 Australia membership offers access to an unparalleled wealth of knowledge, experience and support.

Who is GS1 New Zealand?

GS1 New Zealand is GS1 Australia’s counterpart in New Zealand and is a neutral, not-for-profit organisation and a Member Organisation of GS1. GS1 New Zealand has a dedicated team based in Wellington (head office), Auckland and Christchurch. The technical and professional services team, comprising more than half the staff, provides members with expertise in the GS1 standards and their application in the ‘real world’.

The GS1 Standards

The GS1 standards provide accurate identification and communication of information about products, assets, services, documents, locations and more. They provide a foundation for a wide range of efficiency-building supply chain applications and solutions and enable traceability through the supply chain. The GS1 standards are based on the GS1 Identification Keys.

The most important keys for data synchronisation are:

- **Global Trade Item Number (GTIN)**
This is the number you most commonly see printed as part of a product’s bar code. The number identifies any item traded in the global supply chain that can be priced, ordered or invoiced.
- **Global Location Number (GLN)**
A Global Location Number provides a unique and unambiguous identification of physical locations and parties used in the supply chain or participating in a business process.

- **Global Product Classification (GPC)**

This system gives buyers and sellers a common language for grouping products in the same way. It ensures products are classified correctly and uniformly.

When you become a GS1 member in Australia and/or New Zealand you are allocated a GS1 Company Prefix which is then used to create the GTINs you require.

You are also allocated a GLN.

To find out more about the GS1 standards, GS1 Australia and GS1 New Zealand visit www.gs1au.org or www.gs1nz.org

Why Synchronise Data?

When a supplier and a customer know they are looking at the same accurate and up-to-date data, it is smoother, quicker and less expensive for them to do business together.

Synchronising accurate, properly classified data also results in:

- Improved accuracy of orders
- Fewer forms to fill out
- Sustainability through the elimination of paper-based processes
- Fewer duplicate systems and processes
- Most importantly, it provides a proven way to drive unnecessary costs out of the supply chain.

Before data about a trade item even enters GS1net, it must first be validated and properly classified. Synchronising incorrect or improperly classified data creates problems, delays and costs in the supply chain.

Imagine the havoc that would result across the entire procurement and logistics process if a product's height is indicated in the "width" section or if it's listed as being 20mm tall when it's actually 20cm tall.

The GS1 standards and the rigorous validation processes of GS1net help suppliers to prevent these and many other sorts of data quality problems.

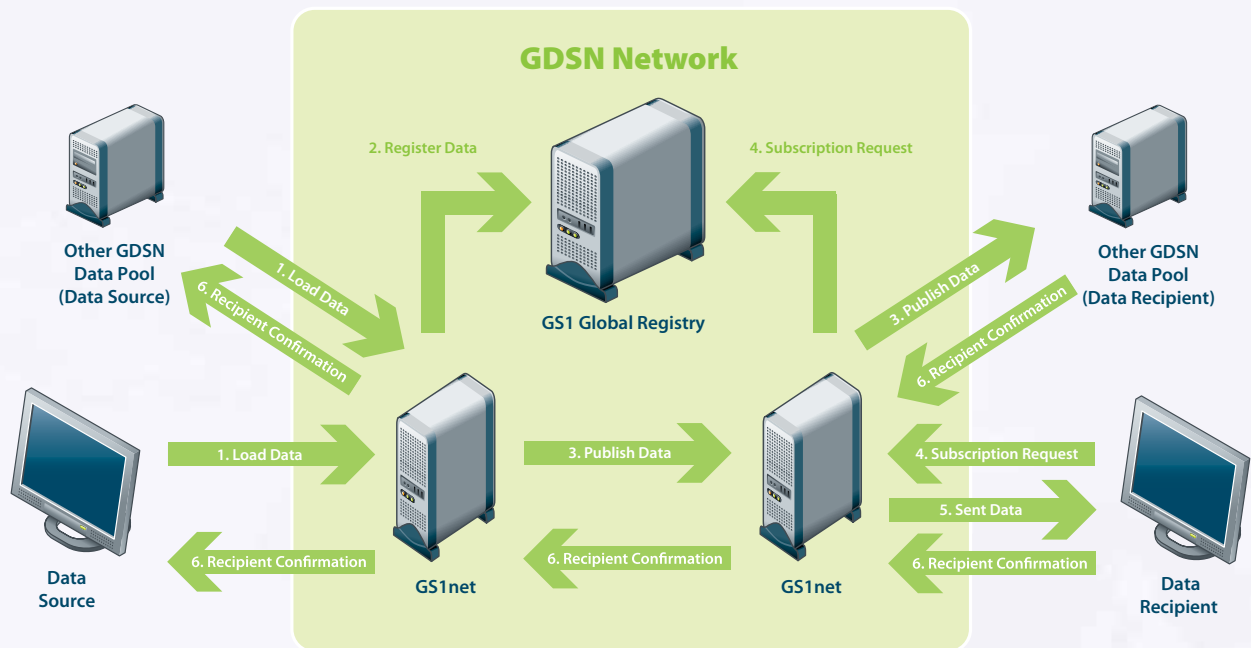
Buyers' issues with sharing information manually

- What does the supplier's fax say?
- Why is some of the required product information missing?
- Why does it take so much time to get the correct product information from a supplier?
- Why is the product information incorrect and out-of-date?
- Why don't products fit in the designated shelf space?
- Why aren't all products identified correctly and why won't they scan at the checkout?

Suppliers' issues with sharing information manually

- What product information is required for each buyer?
- What do the different new line forms from each buyer mean?
- Where is all the relevant information for a new product stored within the business?
- How can the required information for a new product be delivered to every buyer – accurately and on time?
- How much time and effort is involved in managing data in multiple places for a variety of customers in multiple formats?





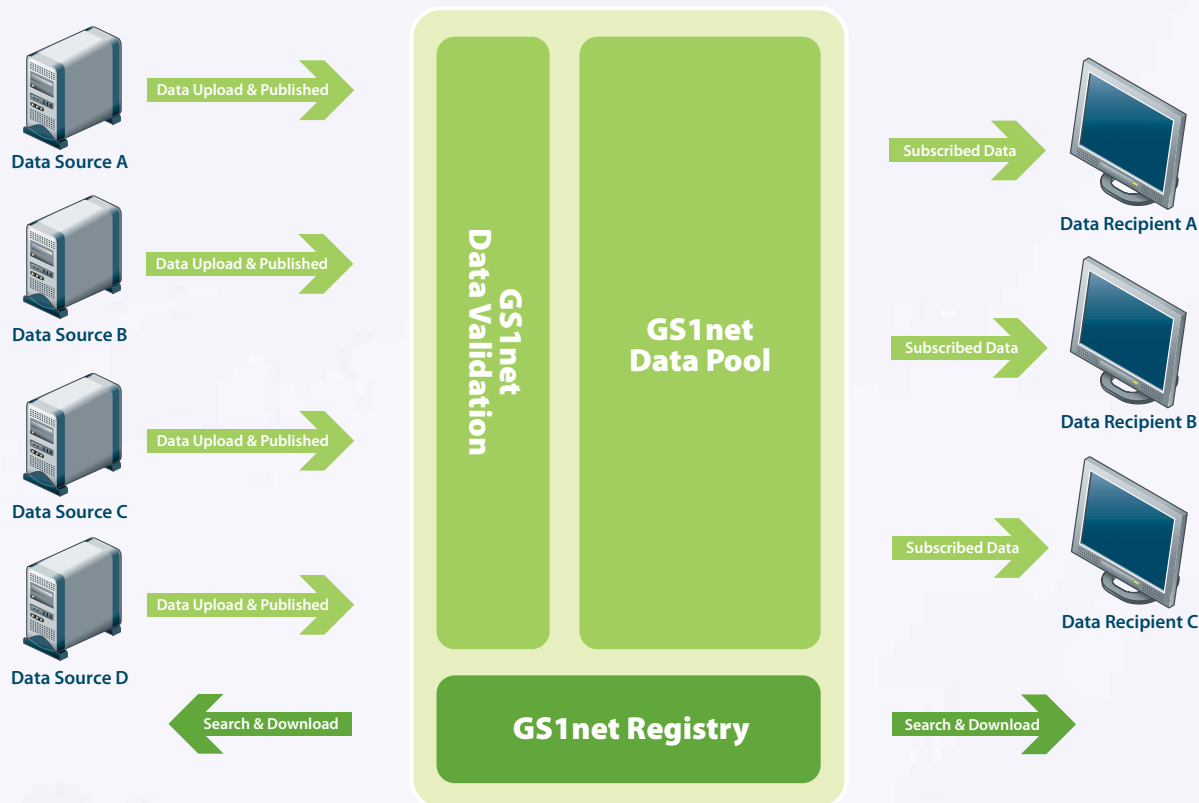
How it Works

Data synchronisation between two trading partners

1. Data is uploaded to GS1net from a data source who may be a manufacturer, supplier or a wholesaler.
2. The data is registered on the global registry (index).
3. GS1net then validates their data and the supplier publishes it, making the data available within the GS1net data pool.
4. The data recipient, who may typically be a retailer, wholesaler, healthcare provider or any other buyer, requests a subscription to the published data in GS1net.
5. GS1net sends the subscribed data to the recipient.
6. The receipt and acceptance of the data is communicated from the data recipient back to the data source.

GS1net – The Solution

- GS1net is a data pool that is part of a global network, the GS1 Global Data Synchronisation Network (GDSN), a powerful environment for secure and continuous synchronisation of accurate data.
- Through GS1net trading partners always have the same information in their systems and any changes made to one company's database are automatically sent to all of the other companies who do business with them.
- GS1net is one of more than 20 global data pools connected through the GDSN and its global registry (the GS1 Global Registry™). Millions of items are listed in the global registry which is growing by 20 per cent per annum.
- GS1net is the data pool used by Australian and New Zealand businesses to exchange standardised and synchronised supply chain data with their trading partners.
- GS1net assures that data exchanged between trading partners is accurate and compliant with universally supported standards.
- Within the GDSN network, trade items are identified using a unique combination of the GS1 Identification Keys called Global Trade Item Numbers (GTINs), Global Location Numbers (GLNs) and linked to a Global Product Classification (GPC).



Data synchronisation at a community level

The benefits of a community level engagement are that:

- Through GS1net a data source only has to upload data once to have it sent to many recipients, and:
- The data recipients can receive data from many trading partners all in a single standard format, from the same system.

What GS1net Offers Your Business

Data Synchronisation

- **Allows buyers and trading partners to electronically synchronise data about:**
 - New products
 - Product and price changes
 - Product deletions
- **Includes information on:**
 - Fixed-weight items
 - Variable-measure (randomweight) items
 - House brands and private label items
 - A range of additional industry specific attributes

Data Integrity

- **Ensures completeness and conformity of data with respect to:**
 - GS1 numbering standards
 - Global standards for units of measure, packaging, product classification, space management etc.
 - Industry-specific business rules
 - Specific trading partner requirements

Central Data Repository (GS1net Registry)

- **Provides buyers, sellers, trading partners and other industry stakeholders with an inexpensive means of accessing information on the total market:**
 - Publicly available, neutral (non commercially sensitive) item data
 - Digital images and product dimensions
 - Bar code verification results
 - Document attachments
 - Extensive search facilities
 - Data and images online or downloadable

The Maturity Curve – A Natural Progression

GS1net is for all organisations, large and small. It can be accessed online as an entry-level catalogue for small businesses; alternatively large businesses can exchange high volumes of 'machine-to-machine' (M2M) messages to enable data synchronisation with their trading partners.

Online

Online is entry-level for suppliers who wish to maintain and publish a small catalogue. Both suppliers and data recipients can also perform online searches and download from the GS1net 'public' Registry of items.

Browser Template

This is a popular low-end data collection and loading tool, which allows suppliers to maintain slightly larger catalogues.

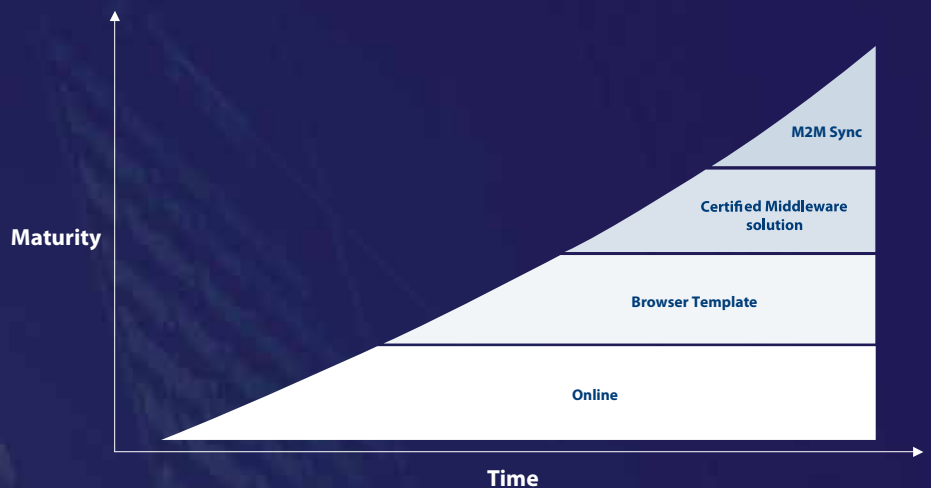
The template is also useful for entry-level data recipients (those not yet fully synchronising) who wish to manually download and view catalogue data in a familiar spreadsheet format.



Certified Middleware Solutions

GS1 Australia certifies third-party software solutions (middleware) for GS1net that are used by suppliers in the Australia / New Zealand marketplace. An investment in certified middleware is strongly encouraged for suppliers that need to maintain larger catalogues where the data is aggregated from numerous internal systems.

For more information see www.gs1au.org/services/gs1net/certification_program/



GS1net Maturity Curve

Full M2M Integration with Core Systems

Larger suppliers and data recipients often develop full data synchronisation solutions that integrate with their internal core systems (suppliers may also exploit certain middleware for master data management). This is a large and complex undertaking but fully realises the benefits of data synchronisation throughout the supply chain.

Take 5 Easy Steps with GS1net

There are five steps a data source (supplier, manufacturer, wholesaler) needs to take to synchronise data with trading partners (retailer, wholesaler, healthcare providers or other buyers) using GS1net once their products have been allocated a GTIN:

1. Understand your trading partners' data requirements.
2. Collect and validate your data.
3. Load it in GS1net.
4. Publish to your trading partners.
5. Maintain it as part of your business process.

Keep in mind that the goal of data synchronisation is not just to exchange data with your trading partners but to exchange accurate, complete, up-to-date information.

To this end, data quality is a key enabler for data synchronisation.

Maintaining Data Quality

- GS1net relies on the supplier's version of the product information to drive the supply chain systems. Publishing inaccurate information prevents both suppliers and buyers from gaining value from GS1net.
- GS1net validation rules help with logic checks on product information as it is entered. Correct use of the GS1 standards ensures the accuracy of GTINs, product classifications and product dimension.
- GS1net promotes sustainable and long-term data quality. GS1 has worked with industry worldwide to set up a comprehensive best practice guide for the improvement of data quality for the global supply chain.
- This is called the Data Quality Framework. For more information on this, see www.gs1.org/productssolutions/gdsn/
- GS1 Australia can provide direct assistance in identifying processes that lead to poor data quality. We can complete a sample audit of your items and then assist in identifying strategies to help you manage and sustain your GS1net catalogue in the long term.
- **As a GS1 member you have access to our data quality services:**
 - **Verification:** Our bar code testing service will test your product packaging to ensure your bar codes will scan effortlessly throughout the supply chain.
 - **Weights and dimensions:** We use accurate electronic devices specifically designed to take measurements of products in accordance with global standards. This information can be entered in GS1net so buyers can calculate shelf space and warehouse allocation requirements.
- Many GS1 Alliance Partners provide certified GS1net middleware solutions and other services specifically for suppliers wanting to use GS1net. Their products have been certified by GS1 Australia as being able to meet the data requirements of GS1net. Visit www.gs1au.org/services/gs1net/certification_program/ for more information.
- For suppliers, GS1net-certified products will facilitate the aggregation, completion, validation and loading of data into GS1net.

Reap the Benefits

By using GS1net you can improve your supply chain practices and achieve savings through a smarter supply chain.

Through GS1net you can:

- Make additions and changes simpler to manage and process
- Reduce the quantity of complaints and disputes that need to be treated
- Greatly improve the accuracy of orders, shipments, and receiving of products
- Lower logistics and labour costs
- Increase sales
- Enjoy the ability to have confidence in the information you're sending to and receiving from your trading partners
- Create the possibility for data collaboration
- Put an end to many time-consuming processes and manual forms

In the healthcare sector, both manufacturers and healthcare providers are interested in the supply chain and commercial benefits of data synchronisation as well as the impact good data can have on patient safety. **This includes:**

- Unique item identification throughout the supply chain
- Accurate pharmaceuticals and medical item data definitions across all systems
- Improved product recall processes
- Standardised medicine data for dispensing and administration

In short, good quality, synchronised data can save lives!

Suppliers

- Time-to-shelf reduced by an average of 2 to 6 weeks
- Order and item administration improved by 67 per cent
- Item data issues in sales process reduced between an average of 25 per cent to 55 per cent

Buyers

- Order and item administration improved by 50 per cent
- Data management efforts reduced by 30 per cent
- Improvement in on-shelf availability, with out-of-stock items reduced from 8 per cent to 3 per cent





How GS1 Can Help

GS1 Australia and GS1 New Zealand have dedicated service teams to assist businesses of any size in their implementation of GS1net.

- If you are a supplier wanting to understand what you need to do to meet the GS1net requirements of your customers, please contact GS1net Services Support team on 1300 227 263. In New Zealand please contact the GS1net team on 0800 10 23 56.
- If you are a buyer or third party wanting to determine what the benefits of GS1net are for your business and how to engage with your trading partners, please contact the GS1 Australia Industry Engagement team on 1300 227 263 or a GS1 New Zealand Territory Manager on 0800 10 23 56.

The services we offer to help you implement GS1net include:

- Phone and email support, GS1net training, GS1net audits, implementation assistance and project management support, including a fast-track service, and project facilitation programs.

For more information on these services please contact:

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T 1300 227 263
W www.gs1au.org

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