



**The importance of using global
GS1 standards in the retail sector**



Less paperwork, fewer out of stocks and big savings. Simple.



Beyond the bar codes that guide product through your checkouts, the GS1 System (formerly EAN•UCC) is your gateway to eCommerce, improved supply chain management and a new era in retailing.

The results are proven. Among the gains already made by Australian retailers are:

- Reduced paperwork
- Shorter lead times
- Fewer out of stocks
- Faster shelf replenishment
- Instant response to product recalls
- Increased order accuracy
- Improved inventory control

It's all about making accurate information instantly available so you can make informed decisions, whether that's when you're receiving an invoice from a supplier, managing warehouse inventories, or serving customers.

Using unique bar codes, RFID and messaging, most transactions can be processed automatically. And with the elimination of paperwork come large cost savings, fewer errors and highly streamlined operations – a much easier and more profitable way to run a retail business.

GS1 Australia administers the GS1 System and is the only official source for GS1 bar code numbers and standards in Australia.

One of 108 similar member organisations globally, GS1 Australia has more than 16,000 members and works with 18 different industry sectors; developing levels of assistance and advice on how to implement the GS1 System and standards.

"(GS1 Australia) have all the globally accepted standards for supply chain management, have experience implementing these standards with other industries and also have a team of people willing to help us and our trading partners implement the processes needed."

Jim Tarlinton, Group Logistics Development Manager
SUPER CHEAP AUTO



Put eCommerce to work for you with the GS1 System.



By using the Global GS1 System, retailers can improve merchandising and customer service with improved visibility and control of inventory at a local and global level.

For all the tools you need to slash costs and gain efficiencies with eCommerce, look no further than the GS1 System. In fact, your investment in bar code technology means you're already well on the road to eCommerce success.

You can use the unique numbers of the bar codes to communicate with trading partners, access product data pools and track the flow of product through your business. GS1 Australia will show you how.

Since 1978, GS1 Australia has been helping retailers make use of the GS1 System and offers expert assistance and advice uncoloured by commercial interest. Talk to us about the training, support and on-site project management you need to achieve the efficiencies of eCommerce that will keep you ahead of your competitors.

"As Myer undergoes significant growth and transformation, finding a business partner who can support us and help our trading community become eCommerce enabled, is crucial. GS1 Australia has the expertise and knowledge to help us deliver on our own eCommerce goals. Myer has traditionally been strong in electronic trading, and aligning ourselves with GS1 makes good business sense."

Prakash Menon, Director,
Supply Chain
MYER AUSTRALIA

"The Supply Chain Knowledge Centre provided a great way to simulate real life supply chain management experiences for our staff as we go through this time of redesigning our method of sourcing product through to how we supply company owned stores and wholesale customers."

Steve Binns, General Manger IT
COUNTRY ROAD

Member & Industry Support

Resolve everyday supply chain issues with help from GS1 Australia's dedicated team of experts and stay on top of industry developments with our industry-wide programs and pilots. Best of all, most of our services are free to members.

Quality Assurance

The quality of your bar codes and data underpins every transaction your business makes. Get it right and there are huge administrative savings to be made. GS1 Australia's Quality Assurance service offers the following assistance: Verification, Weights & Dimensions, Digital Imaging, Accreditation, GS1net™ (Data Synchronisation) Certified Solutions, and eMessaging Validation Service.

Professional Services

GS1 Australia's implementation arm, Professional Services, can make the implementation process equally as straightforward. Help is available with hands on, on-site assistance.

Education & Training

Learning about the GS1 System has never been easier. Whether you need a basic overview of the system, some in-depth training or need to stay up-to-date with the latest supply chain technologies, there is a GS1 Australia course to suit you.

Education and Training is available in formats to suit your circumstances: online, face to face, group and individual sessions.

GS1 solutions using the GS1 standards



Historically, GS1 BarCodes are the first component of the system adopted, primarily so retailers can scan trade items through the Point-of-Sale (POS). Some of the initial benefits retailers gained were the elimination of item price marking, the automatic real time identification of items sold thus real time sales figures and auto-triggers for replenishment to minimise risk of stock outs. This paper will present further benefits of GS1 BarCodes to Retailers; benefits that forge way beyond the POS application and present how retailers are using GS1 BarCodes in conjunction with other GS1 components, to achieve far reaching benefits.



Today, as companies adopt a more holistic and strategic approach to the value they can both extract from, and add to, their supply chains the Global Data Synchronisation Network™ (GDSN) is becoming a fundamental prerequisite.

Data synchronisation simply means that all trading partners are running their businesses using the same quality data, thus removing discrepancies, claims, wrong shipments and delayed payments that are associated with incorrect/incomplete data. It is about trading with an agreed version of the “truth”.

EANnet® (soon to be superseded by the GS1net™ Data Pool) is the Australian platform for accessing GDSN and already used by well over 1200 companies to securely share supply chain data including product identifiers, product dimensions, images and pricing data.



Once the business master data foundation is laid, then dynamic business transactions can occur electronically using clean, accurate data. GS1 eCom provides the transactional standards that enable businesses to exchange and integrate purchase orders, invoices, advanced shipping notices, remittance advices and many other electronic business documents.

GS1 eCom includes both EDI and XML standards with implementation guidelines already developed for many industry sectors. GS1 Australia has also developed a message validation service called CMT (Community Management Tool) which allows companies to create and test both industry and/or company specific message formats in a secure, pre-production environment.

Companies also use GS1 experts to develop eCom strategy often involving support for EDI and emerging XML requirements.



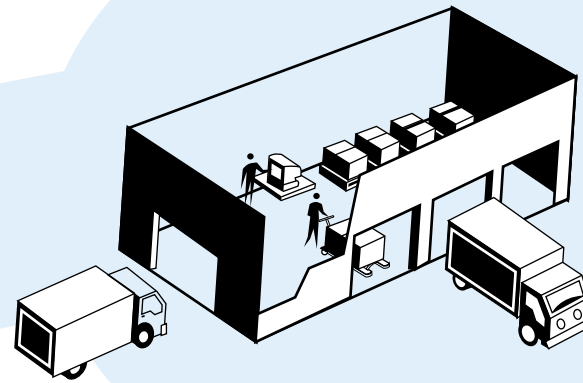
EPCglobal® is the next quantum leap in integrated supply chain standards and technology. Electronic Product Code (EPC) is for those retailers and manufacturers who are ready to make the next significant leap in data collaboration. EPC and Radio Frequency Identification (RFID) form the basis of the EPC Global standards. For more detailed information use the following link: http://www.gs1au.org/products/epcglobal/system_basics.asp

In the context of this paper EPC represents the final step in trading partner collaboration and it is now emerging as a new global standard.

Please refer to the **GS1 Australia Services brochure** for a wide range of services to implement the GS1 System or visit www.gs1au.org

A roadmap for industry-wide success

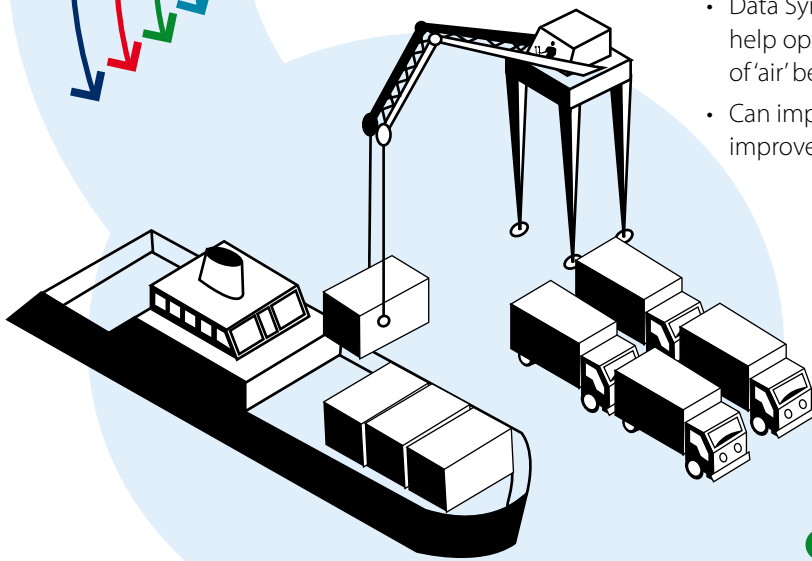
ITF-14,
GS1-128 or
EAN/UPC
BAR CODES



Local Supplier

- Use Serial Shipping Container Codes (SSCC) for inbound and outbound goods
- Utilise bar coding for both carton and items to get real benefits
- Utilise full suite of eMessaging for greater efficiencies, includes Purchase Orders, PO Acknowledgement, PO Change, Advanced Shipping Notice (ASN), Recipient Created Tax Invoice (RCTI), Electronic Invoice, EFT Payment
- Synchronise Data with Trading Partners to get benefit of eMessaging (through fewer data related errors)
- Data Sync with Warehouse Management System can help optimise delivery volumes to reduce the movement of 'air' between trading partners on trucks
- Can implement EPC/RFID to allow for greater visibility of goods and improved accuracy of inventory records based on EPCglobal standards

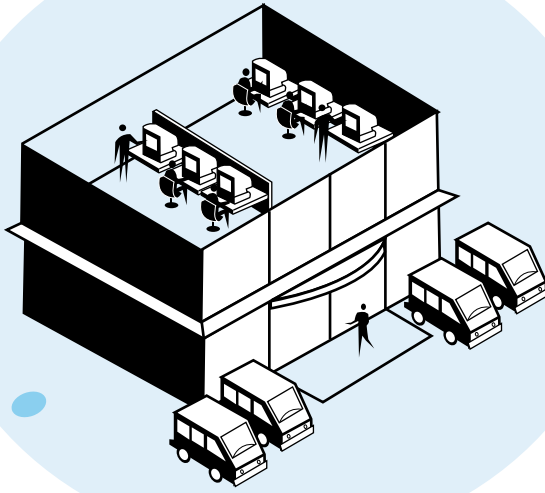
EFT
PAYMENT



Port/Dock

- Use SSCCs to track container / pallet shipments
- RFID can allow for real time tracking of shipments
- Scan receipting of goods speeds up receipt / delivery process





DATA
SYNCHRONISATION

EPC-IS = Visibility

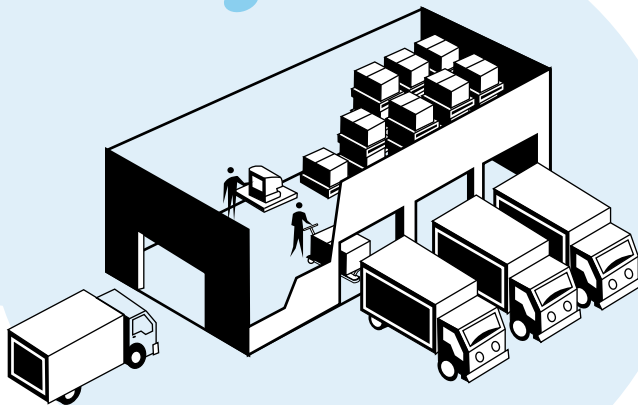
Head office has visibility
of what's in DC

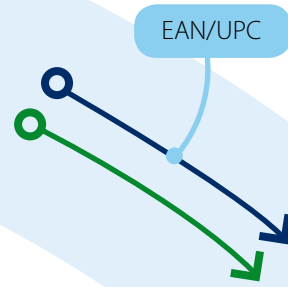
Retailer Head Office (HO)

- Maintain Master Data File through Data Sync with Trading Partners. Disseminate information internally via batches to stores / DCs / other systems
- Visibility of stock movements through correct use of eMessaging
- Real time visibility obtained through implementation of RFID via Electronic Product Code Information Services (EPC-IS, an EPCglobal standard for sharing EPC related information between trading partners)

Retailer Distribution Centre (DC)

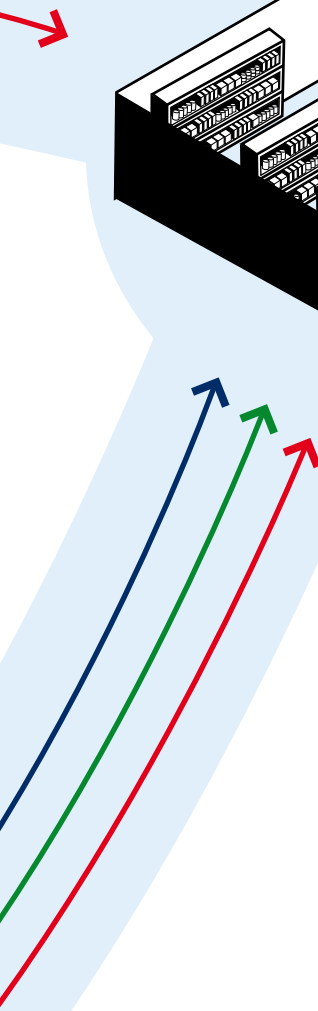
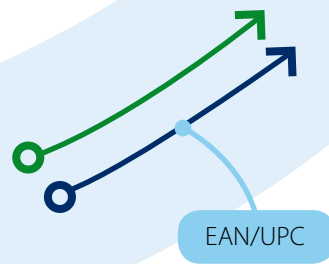
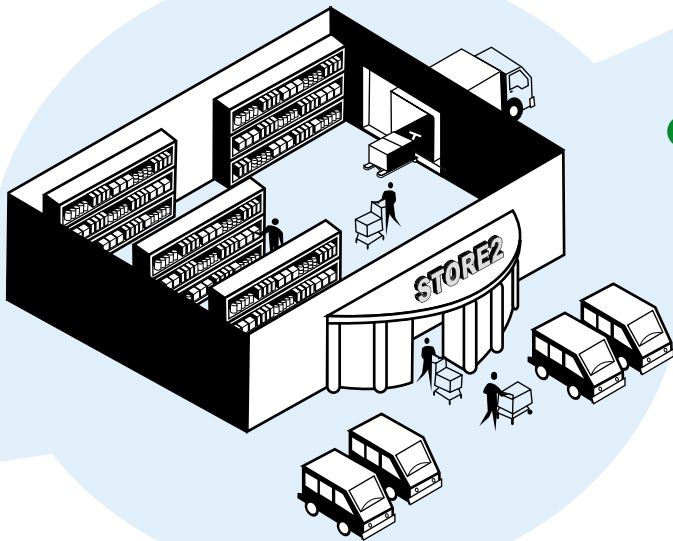
- Utilise incoming SSCC information to electronically receipt inbound goods
- Scan goods into warehouse locations for greater accuracy and visibility of inventory on hand
- Electronically pick and pack store ready pallets using GS1 System of numbering and bar coding, as well as tools such as RF Picking / Voice Picking for greater efficiency
- Electronically 'transfer' goods to individual stores by Global Trade Item Number (GTIN)
- Utilise RFID to track goods leaving DC, allowing for 'real-time' visibility





Retailer Stores

- Scan data sent back to Retailer HO for detailed analysis and sharing with suppliers, or onsold to suppliers in category format
- Correct use of GS1 standards to ensure all items scan, first time, every time
- Scan receipt delivery of goods from DC / Direct to Store





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