

Many retailers around the world are capturing the benefits of the Global Data Synchronisation Network (GDSN) in an effort to improve their profitability. In fact, 15 of the top 20 global retailers now have global data synchronisation initiatives in place. Retailers that synchronise data with their trading partners save costs through efficiencies in logistics, accounting and inventory. They are also able to boost sales by introducing new products to the market faster and through the efficiencies created by synchronised supply chain data.

Data synchronisation is also a foundation for electronic collaborative commerce initiatives such as the Electronic Product Code™ (EPC) Radio Frequency Identification (RFID). The EPCglobal Network™ relies on the accurate data exchanged through global data synchronisation.

Case Study: Albert Heijn

Dutch retailer, Albert Heijn, wanted to increase the data accuracy of trade items by electronically exchanging information with their suppliers through global data synchronisation. Before data synchronisation, 40% of data attributes related to item dimensions were inaccurate.

- Productivity in their data management department improved by 30%.
- Dimensional discrepancies were eliminated.

Case Study: Wal-Mart

When Wal-Mart started its data synchronisation initiative, careful analysis predicted that the company would experience significant benefits. However, when the company began measuring benefits, results exceeded expectations.

- Item maintenance was decreased from 15-30 days to 1 day.
- Out-of-stocks were reduced by 2.5%.

Case Study: Wegmans Food Markets

Wegmans Food Markets pioneered global data synchronisation envisioning a more efficient way for trading partners to exchange product information. Today, Wegmans is synchronising data with over 80% of their suppliers and continues to be an industry-leading retailer in data sync.

- Wegmans realized an annual savings of \$150,000 from efficiencies in item management.
- Item set-up and maintenance became 80% more automated.
- Store sales increased by reducing speed to market for new items by two weeks.
- Wegmans identified data accuracy as a key issue and was able to validate that, once synchronized, 35% of all items had accurate values for all attributes.

"Data synchronisation and data accuracy are foundational to the future of our company. We are able to provide incredible products and service to our customers because of the seamless flow of information we are anticipating from source to consumer."

Danny Wegman, Chief Executive Officer, Wegmans Food Markets

Retailer Benefits*

GDSN benefits for demand-side companies include:

Corporate Management

- Simplify corporate reporting
- Enable global sourcing
- Create corporate transparency and sales synergy
- Eliminate IT system redundancy
- Create an opportunity for shared services

Category/Promotion Management

- Reduce need for local agents and intermediation
- Expand supplier base
- Create corporate sourcing price transparency
- Improve visibility for stock-level planning
- Reduce time spent addressing complaints/disputes
- Simplify and enhance category reporting
- Reduce product introduction lead time
- Reduce product promotion lead time

Administrative Data Handling

- Reduce catalogue maintenance time
- Eliminate need for cross-reference tables
- Decrease invoice disputes
- Encounter fewer order defects
- Improve fill rate

Logistics

- Encounter error-free shipment receiving
- Reduce return shipments
- Reduce backorders
- Require less excess/safety stock
- Optimize location despatch

*Source: Capgemini Ernst & Young

For more information on the benefits of the GDSN, visit www.GS1.org/GDSN



Retailers are increasingly requesting that their suppliers synchronize data with them through the Global Data Synchronisation Network (GDSN). Suppliers that synchronise data with their trading partners save costs through efficiencies in logistics, accounting and inventory. They are also able to boost sales by introducing new products to the market faster.

Data synchronisation is also a foundation for electronic collaborative commerce initiatives such as the Electronic Product Code™ (EPC) Radio Frequency Identification (RFID). The EPCglobal Network™ relies on the accurate data exchanged through global data synchronization.

Case Study: Gillette

Before data synchronisation, Gillette Venezuela was spending a great deal of time reconciling price and product data discrepancies with trading partners. After data synchronisation, Gillette experienced significant benefits:

- Obsolete orders were eliminated. Before data synchronisation, 37% of Gillette items in trading partner data bases were obsolete.
- Time to reconcile purchase orders was reduced from 10-30 minutes to 4-5 minutes per order.

Case Study: Johnson & Johnson

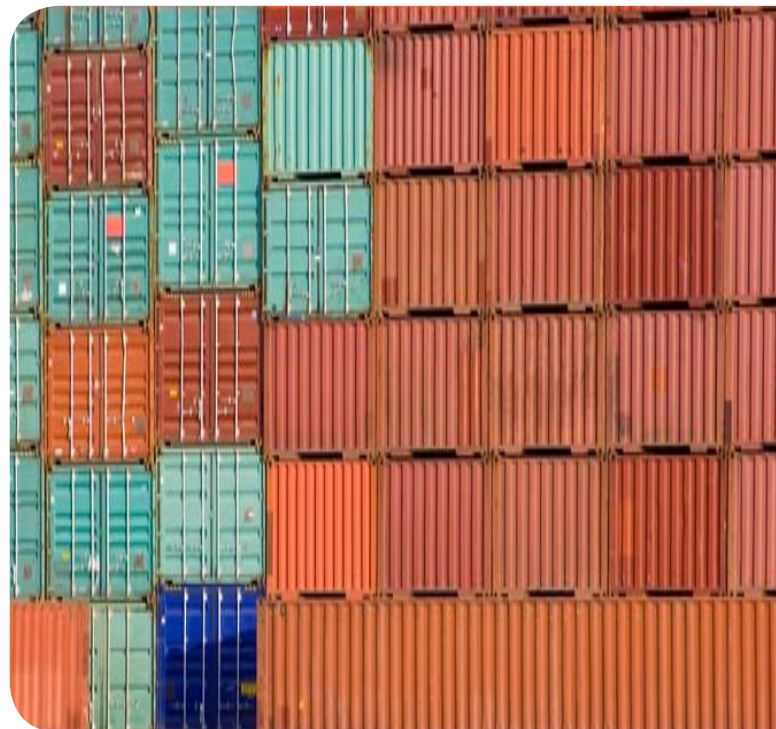
Through a data synchronisation initiative involving 1,300 products in 75 categories, Johnson & Johnson was able to:

- Reduce out-of-stocks at Wal-Mart U.S. by 2.5%.
- Shorten item set up times from an average of 10 days to 2 days.
- Decrease item maintenance time from 10 days to less than 24 hours.
- Eliminate data integrity-related deductions.

Case Study: Unilever

Unilever Columbia improved new item speed to market by aligning product information for 1,200 items with its retailer trading partners.

- New items reached the sales floor 2-3 weeks faster than before data synchronisation.
- Product and pricing inconsistencies were reduced.



"Along with RFID, GDS is one of the greatest opportunities for collaboration throughout the value network that should be rapidly adopted by manufacturers and retailers. The benefits are well worth the costs."

Mike Haas, Group Chief Information Officer, Consumer & Personal Care Group, Johnson & Johnson

Supplier Benefits*

GDSN benefits for supply-side companies include:

Corporate Management

- Simplify corporate reporting
- Expand geographic retailer base
- Eliminate IT system redundancy
- Create an opportunity for shared services

Category/Promotion Management

- Improve visibility for stock-level planning
- Maximize retail exposure/product posting
- Reduce time spent addressing complaints/disputes
- Simplify and enhance category reporting
- Reduce product introduction lead time
- Reduce product promotion lead time

Administrative Data Handling

- Eliminate need for cross-reference tables
- Decrease invoice disputes
- Reduce write-offs
- Reduce accounts receivable
- Encounter fewer sales order defects

Logistics

- Simplify order tracking and tracing
- Reduce return shipments
- Improve percentage of perfect orders
- Encounter fewer emergency orders
- Improve accurate picking
- Optimize short-term planning

*Source: Capgemini Ernst & Young

For more information on the benefits of the GDSN, visit www.GS1.org/GDSN.



Business Benefits of the GDSN

Data errors can be costly to a company and its trading partners. Inaccurate data can result in product delivery errors and lost sales. The Global Data Synchronisation Network (GDSN) solves these costly errors by providing an environment where reliable data is exchanged, in a streamlined manner, throughout local, regional, and global supply chains.

Over 5,000 of the world's most successful retailers and suppliers have made the GDSN a cornerstone of their successful electronic business practice. Accurate, standards-based data is a strategic requirement for all suppliers and retailers today. Those who have implemented global data synchronisation have proven its benefits*:

- Dutch retailer, Albert Heijn, improved productivity in their data management department by 30%.
- Wal-Mart decreased item maintenance from 15-30 days to 1 day.
- Gillette Venezuela improved order processing productivity and eliminated master data discrepancies by aligning product information with their trading partners.
- Johnson and Johnson decreased out-of-stocks by 2.5% by virtually eliminating data integrity issues.
- Procter & Gamble increased purchase order accuracy by 3% by focusing on aligning obsolete products with La Fragua in Guatemala.
- Unilever Columbia significantly reduced data inconsistencies and improved new item speed to market by 2-3 weeks.
- U.S. retailer, Wegmans Food Markets, increased store sales by reducing speed to market on new items by two weeks.

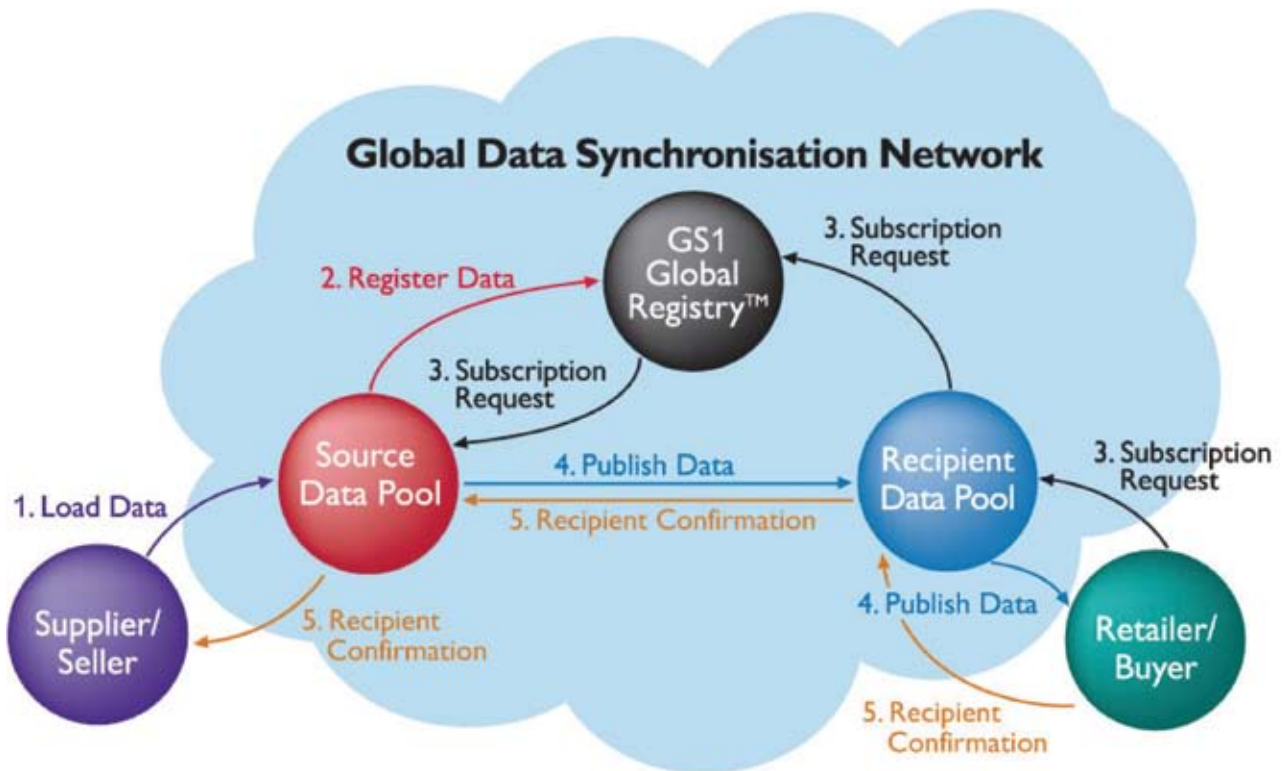
What is the GDSN?

The GDSN is a network that connects data pools, which are regional sources of supplier and retailer data, to the GS1 Global Registry™, a global yellow pages directory operated by GS1 GDSN, Inc. The GS1 Global Registry allows companies to locate source/supplier or recipient/retailer data pools to exchange standardised data with trading partners on a real-time basis.

- The GDSN eliminates the costs associated with inaccurate trade item data by enabling trading partners to exchange supply chain data that is validated as compliant with global GS1 System standards.
- The secure network provides timely distribution of standardised, traceable product and company data from manufacturer to retailer.
- Three GS1 System standards enable the GDSN – Global Trade Item Numbers® (GTINS®), Global Location Numbers (GLNs) and Global Product Classification (GPC) codes.
- Companies connect to the GDSN through GS1 GDSN-certified data pools.
- GDSN entry is allowed by subscribing to one certified data pool.
- The GDSN Board of Directors was established by GS1 to ensure that the GDSN meets the business needs of the user community. The GDSN Board of Directors includes representation from suppliers, retailers, GS1 Member Organisations and certified data pools.

"Data synchronisation is clearly the foundation for other GS1 solutions and adoption, with clean data as currently one of our highest priorities. We approached data synchronisation as a key ingredient of defining new business processes for the future that take advantage of all it offers. This has allowed us to realize benefits of the original vision and value from data quality."

Timothy P. Smucker, Chairman & Co-Chief Executive Officer, The J.M. Smucker Company



How Does the GDSN Work?

1. **Load Data:** The selling trading partner registers product and company information in its data pool.
2. **Register Data:** A small subset of this data is then sent to the GS1 Global Registry.
3. **Subscription Request:** The buying trading partner, through its data pool, subscribes to a product category and/or supplier to receive the corresponding product and company information. Using the GS1 Global Registry, the data pool containing the requested item and location information is identified.
4. **Publish Data:** The seller's data pool then publishes the complete item and party information to the buyer via the buyer's data pool.
5. **Recipient Confirmation:** The buyer then sends a confirmation to the seller through the buyer's data pool directly to the seller's data pool.

Learn more about the GDSN at www.GS1.org/GDSN.

Global Data Synchronisation Network

Over 5,000 of the world's most successful retailers and suppliers have made the Global Data Synchronisation Network (GDSN) a cornerstone of their successful electronic business practice. The GDSN provides an environment where reliable data is exchanged, in a streamlined manner, throughout local, regional, and global supply chains. This allows trading partners to have consistent data in their systems at the same time.

Global Product Classification

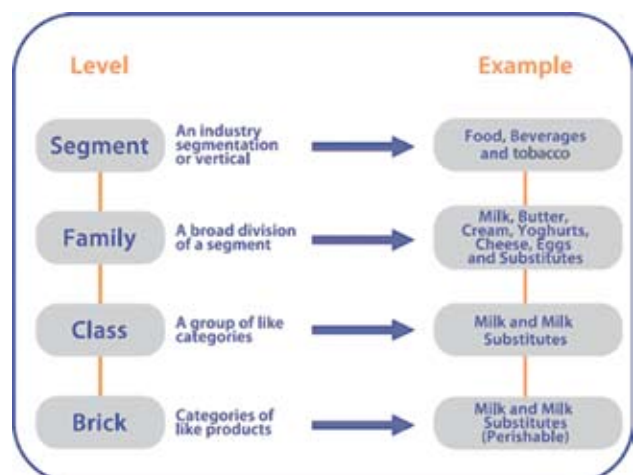
Global Product Classification (GPC) is the chosen GS1 standard mandatory classification system for the GDSN. Sellers and buyers need to group products the same way globally to ensure effective data synchronisation in the GDSN, to enable product search, view, and validation, as well as publication and subscription match. Only products classified according to GPC will be registered in the GS1 Global Registry™.

Benefits of GPC

- Supports buying programmes by allowing buyers to pre-select groups of applicable products
- Provides a common language for category management thus speeding up the ability to react to consumer needs
- Eliminates redundant activities and improves data integrity and accuracy of product set-up, maintenance and catalogues
- Can be cross-referenced to existing proprietary trading partner classification systems
- Enables potential usage of Point Of Sale (POS) data consolidation

How it Works

GPC is a rules-based, four-tier classification system for grouping products. The four tiers are Segment, Family, Class, and Brick (with attributes). A Brick identifies a category incorporating products (Global Trade Item Numbers® (GTINs®)) that serve a common purpose, are of a similar form and material, and share the same set of category attributes.



GPC is already available for a wide range of product categories and is growing all the time to meet the needs of the GSDN community. In 2006, the standard includes:

- Arts/Crafts/Needlework
- Audio/Visual/Photography
- Automotive Light Application*
- Baby Care
- Beauty/Personal Care/Hygiene
- Building Materials*
- Camping
- Clothing
- Communications
- Computing
- Electrical*
- Food/Beverage/Tobacco (FBT)
- Footwear
- Fuels*
- Healthcare
- Home Appliances
- Homecare
- Household Kitchen Merchandise
- Household/Office Furniture/Furnishings
- Lawn/Garden Supplies
- Live Animals*
- Lubricants*
- Music
- Personal Accessories
- Pet Care/Food
- Plumbing*
- Safety Protection – DIY
- Safety/Security/Surveillance*
- Sports Equipment
- Stationery, Occasional Supplies
- Textual/Printed/Reference Materials
- Tool Storage Workshop Aids
- Tools Equipment - Hand
- Tools Equipment - Power
- Toys and Games

* Available as of September 30, 2006

GPC is part of the GS1 System of supply chain standards. The GPC is developed and maintained by GS1 with input from the user community. GPC access is included in the fees for the GSDN.

Learn more about GPC at www.GS1.org/GPC.

Joining the GDSN

The Global Data Synchronisation Network (GDSN) brings a new level of efficiency to electronic business communications through increased collaborative opportunities with your trading partners on a local, regional, and global basis. Over 5,000 leading retailers and suppliers around the world are now synchronising their data in the GDSN to eliminate costly data errors, increase supply chain efficiencies, and speed new products to market.

To synchronise data with your trading partners in the GDSN, you must follow these simple steps:

1. Locate the Legal Entity Global Location Number (GLN) for your company. The GLN is the globally-unique GS1 System identification key used for legal entities, functional entities, and physical locations. The GLN provides a standard means for identifying locations and entities anywhere in the world. You can obtain a GLN from your local GS1 Member Organisation which can be found at www.GS1.org/contact
2. Subscribe to a GS1 GDSN-certified data pool by contacting one of the companies listed on the other side of this sheet or visit www.GS1.org/datapools for more information.
3. Assign Global Product Classification (GPC) codes. To be identified in the GDSN, your products must be classified using GPC codes. GPC codes enable your company to assign the proper classification codes to your products for synchronisation in the GDSN. For more information on GPC codes, visit www.GS1.org/GPC.

Data synchronisation also establishes the foundation for your company to engage in advanced electronic collaboration initiatives, such as Collaborative Planning, Forecasting and Replenishment (CPFR®), Vendor-Managed Inventory (VMI), and the Electronic Product Code™ (EPC) Radio Frequency Identification (RFID). EPC technologies and the EPCglobal Network™ complement GDSN data with dynamic item information as items move through the supply chain. When combined, data synchronisation and EPC technologies help companies to be more effective and deliver both business and consumer benefits.



Identify and Select a GDSN-Certified Data Pool

The GDSN vision is being realised today by thousands of retailers and suppliers worldwide who are reaping the business benefits of standard, synchronised data. GS1 Global Registry™ subscribers cover multiple sectors across North America, Latin America, Europe, the Middle East, and Asia Pacific.

Subscribe today by contacting one of these GS1 GDSN-certified data pools.

COMPANY	WEBSITE
1SYNC™(formerly Transora)	http://www.1sync.org
1SYNC™ (formerly UCCnet)	http://www.1sync.org
Agentrics	http://www.agentrics.com
Big Hammer Data Services	http://www.rrgroup.com
Commport Communications International, inc.	http://www.commport.com
GS1 Argentina	http://www.gs1.org.ar
GS1 Australia	http://www.gs1au.org
GS1 Canada	http://www.gs1ca.org
GS1 Colombia	http://www.gs1co.org http://www.cabasnet.org
GS1 France	http://www.gs1fr.org
GS1 Hong Kong	http://www.gs1hk.org
GS1 Malta	http://www.gs1mt.org
GS1 Russia	http://www.gs1ru.org
GS1 Slovakia	http://www.gs1sk.org
GS1 Spain	http://www.aecoc.es
GS1 Taiwan	http://www.gs1tw.org
GS1UK	http://www.gs1uk.org
GS1 Venezuela	http://www.gs1ve.org
GXS (Global eXchange Services)	http://www.gxs.com
LOGIX3, LLC	http://www.logix3.com
ParaRede TI	http://www.pararede.com
SINFOS GmbH	http://www.sinfos.de
Soft Solutions	http://www.softsolutions.fr

Don't get left behind, join the GDSN today and transform your supply chain into a business asset!

For more information, visit www.GS1.org/GDSN.