

What is GDSN?

G = Global

D = Data

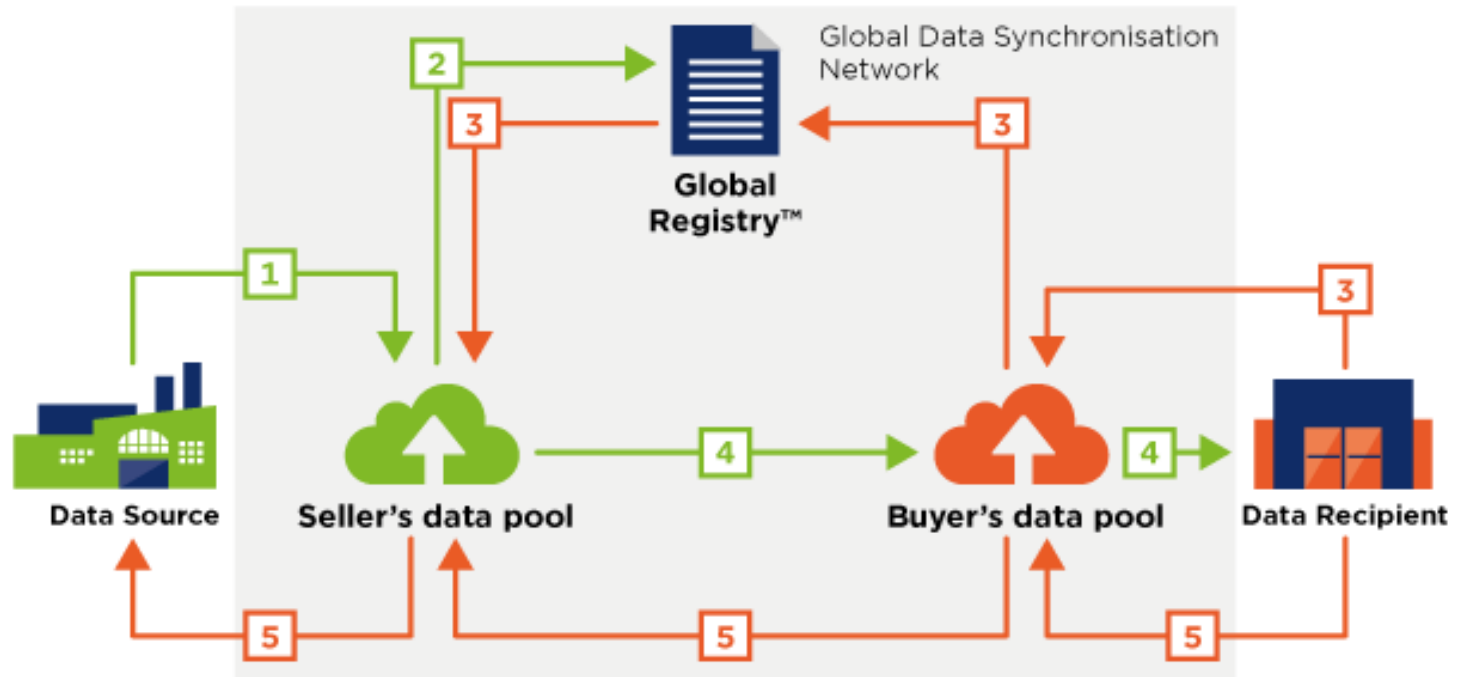
S = Synchronisation

N = Network

Why is it important?

- Automatic mechanism to exchange master data
- Eliminates manual processes and reduces errors
- Cuts down on data management time errors and reduces distribution costs
- Brings new products to market quickly and simply
- Allows the end customer to access trusted and real-time product information
- Complies more effectively with nutrition and healthcare standards and regulations

The GDSN Network



1. Loading of company data
2. Registering of company data
3. Subscription to seller's data pool
4. Publishing of company data
5. Confirmation of receipt of company

GS1 Standards used

- Global Location Number (GLN): used to identify the companies
 - Data sources
 - Data recipients
 - Source & Recipient data pools
 - Global Registry
- Global Trade Item Number (GTIN): used to identify the items
- Global Product Classification (GPC): used to classify the items
- GDSN Choreography: GS1 XML messages used to exchange data
 - Catalogue Item Notification (CIN)
 - Catalogue Item Publication (CIP)
 - Catalogue Item Subscription (CIS)
 - Request for Catalogue Item Notification (RCIN)
 - Catalogue Item Registration (CIR)
 - Catalogue Item Registration Response (CIRR)

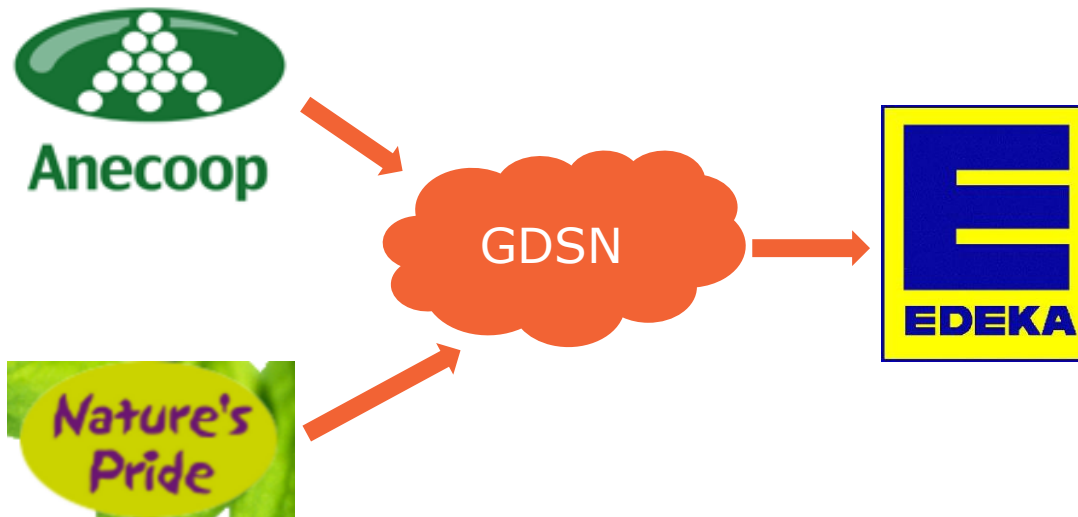
GS1 in Europe - GDSN Guideline



- Fresh food specific attributes: species, genus, flesh colour, ...
- Provide additional clarity on how to use specific GDSN attributes in the FF industry: packaging types, organic items, brands, country of origin, ...
- EU1169 and MajorRelease3 support
- It is ready to implement. Used for the Pilots in the Industry.

What has been done until now?

- Define the data models for Fruits&Vegetables
- Test the different data pools with the data models defined
- Dummy tests to exchange data and test connections between data pools
- Real pilots launched with positive results



Some learnings: how to impement it

- Establish a core business team
- Get commitment from senior management
- Build your company-specific business case on the basis of the rationale and link it to key performance indicators (KPIs).
- Build an implementation team
- Ensure your data is factually accurate
- Ensure that your company and your trading partners have adopted the GS1 GTIN, GLN, Global Data Dictionary (GDD) and Global Product Classification (GPC) standards.
- Start working with a few key items and with a small number of trading partners that are strategically important and committed to developing the capabilities required

What is next?

- Major Release 3
- Data Quality
- Adoption, Adoption, Adoption

More information available here:

<http://www.gs1.org/gdsn>

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