



**ANAGHA GROUP**

**GDSN Overview**

**MAY 2006**

## About Us

**We take Care of Your Customers**

**Your Strategic Marketing Partner**

**B2C and B2B Markets Addressed**

**Multi Channel Program Support**

**Data Management**

**Consulting - Quality Initiatives,  
Program Management Services**

## Definitions



- **Data Synchronization** is the continuous alignment of item attributes between two or more trading partners
  - Result: Static item information becomes the same across all connected systems
  - Essential for collaborative supply chain management (CPFR, Price and Promotion, RFID)
- **GDSN**—the Global Data Synchronization Network is the environment to distribute standards-compliant, reliable item data between regional and global trading partners
  - Components: Global Registry, Data Pools and Trading Partners

## GDSN Terminology

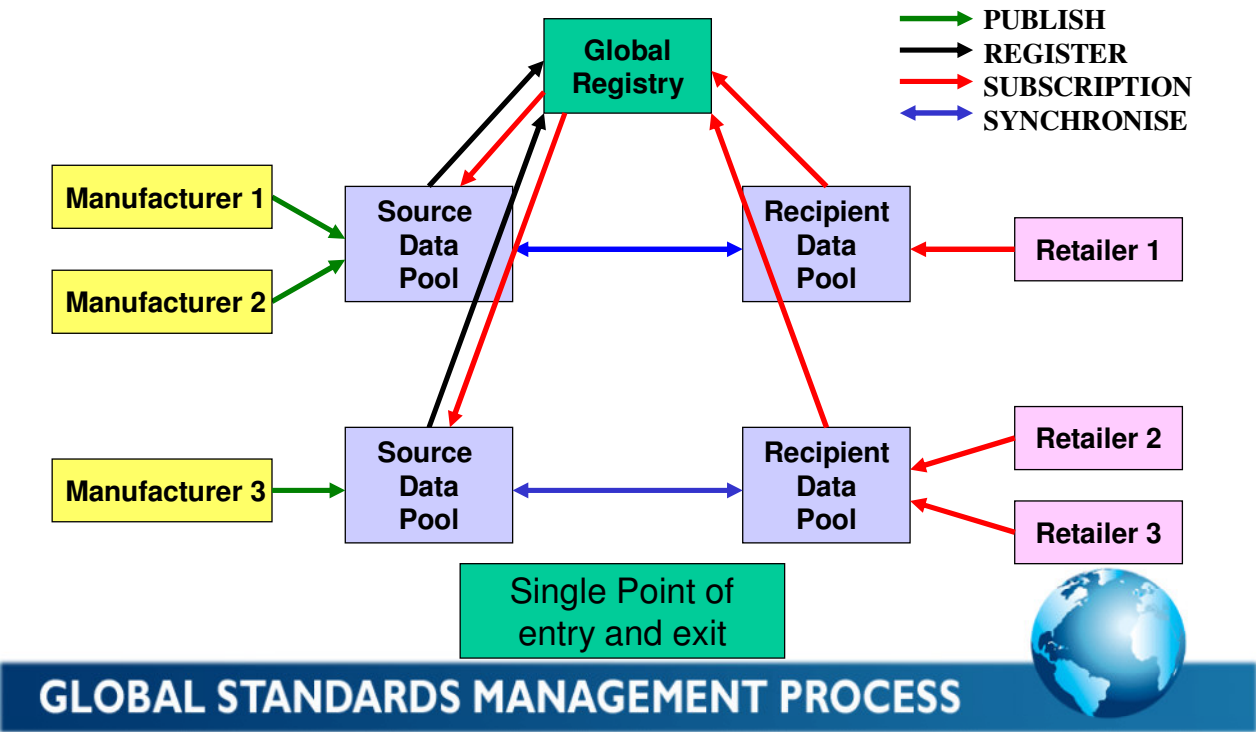
- GDSN – Global Data Synchronization Network
- EAN – European Article Numbering International Organization
- UCC – Uniform Code Council
- UPC – Universal Product Code
- GDD – Global Data Dictionary
- GPC – Global Product Classification
- GTIN – Global Trade Item Number
- GLN – Global Location Number
- 1SYNC – Formerly UCCNet, US

## GDSN Components

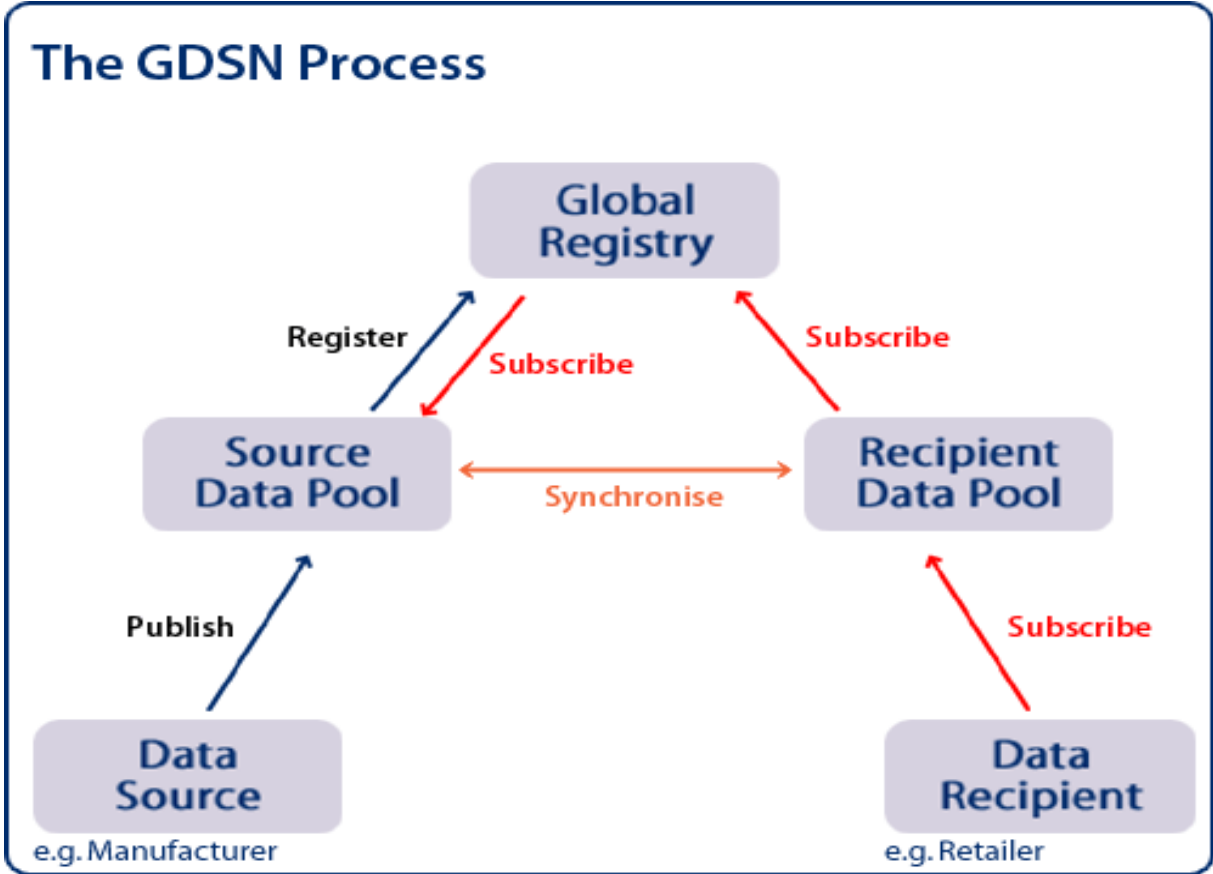
- Global Registry
  - GTIN (item) and GLN (party) uniqueness
- Global Standards Management Process (GSMP)
- Certification of Data Pool Service Providers
- Global Product Classification (GPC)

## GDSN Process

### Global Data Synchronization Network

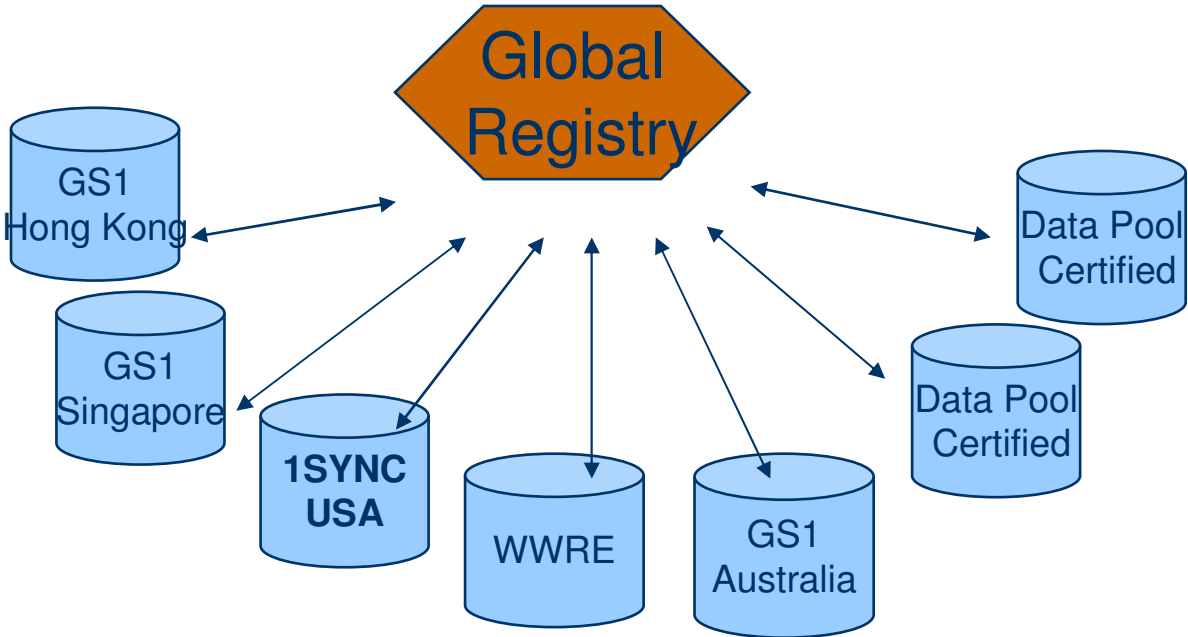


## GDSN Process



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## GDSN Registry and Data Pools



## GDSN Implementation Steps

- Develop Business Case
- Use EAN-UCC Keys and Standards
  - Ensure that your company and your trading partners have adopted the EAN.UCC GTIN, GLN, Global Data Dictionary (GDD) and Global Product Classification (GPC) standards.
  - This is indeed a key pre-requisite to start GDS.
- Get all Data Attributes ready
- Select a GS1 certified Data Pool
- Pilot and Monitor with select Trading Partner(s)

## What we can do?

- Design the data model
- Develop the interface (per GDSN guidelines) in coordination with the certified data pool service provider
- Develop data merger, conversion and scrubbing modules to generate all data attributes required for the data pool
- Execute a pilot with select manufacturer / supplier / retailer
- Rollout the synchronization for entire master data
- Maintain and support the system, if required

## Resources

- GS1 Standards Organization: [www.gs1.org](http://www.gs1.org)
- Former UCCNet: [www.1sync.org](http://www.1sync.org)
- Global Commerce Initiative: [www.gci-net.org](http://www.gci-net.org)
- European Article Numbering International Organization: [www.ean-int.org](http://www.ean-int.org)
- Voluntary Inter-industry Commerce Standards Association: [www.vics.org](http://www.vics.org)
- Grocery Manufacturers Association: [www.gmabrands.com](http://www.gmabrands.com)

# Questions?

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