

GS1 – Townhall

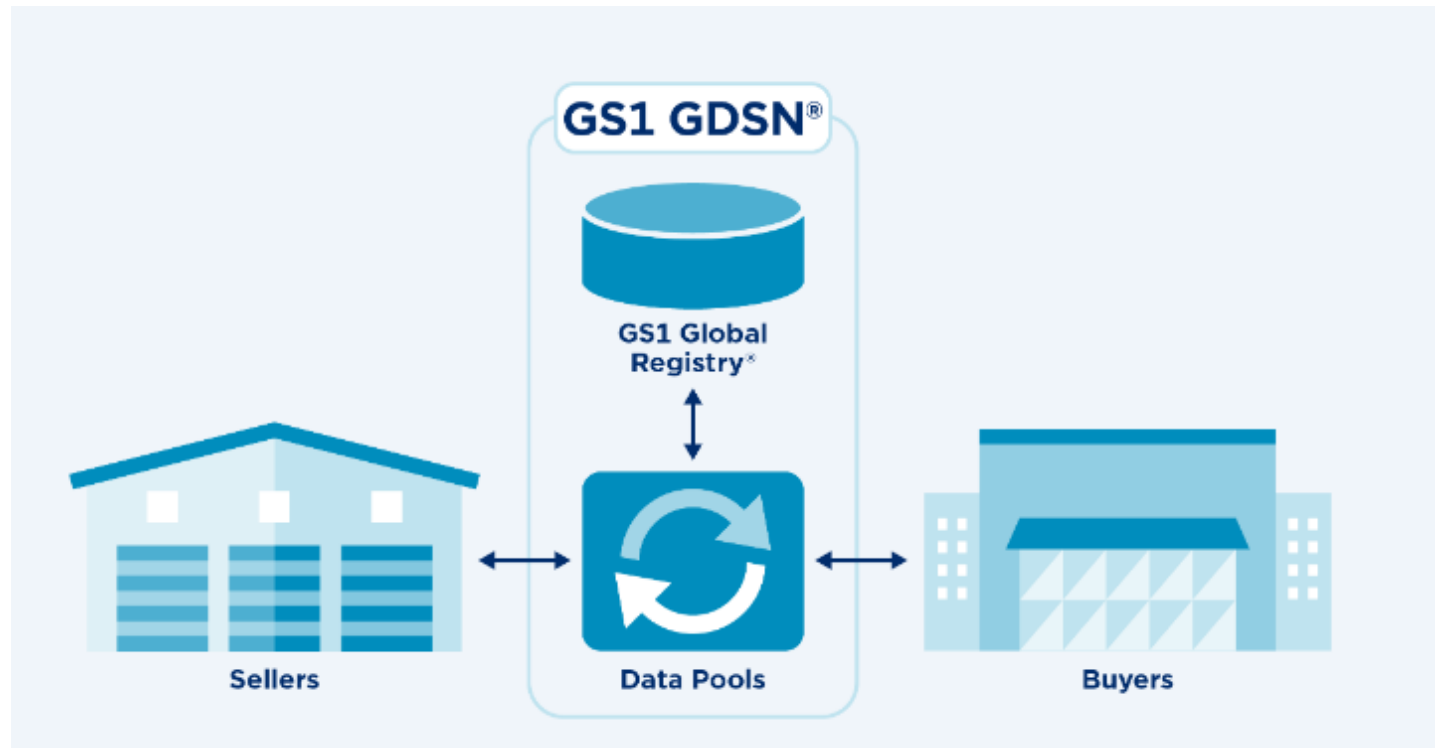
GDSN in Retail



What is GDSN?

The Global Data Synchronization Network (GDSN) is an internet-based, interconnected network of data pools and a global registry that enables companies around the world to exchange standardized and synchronized supply chain data with their trading partners. Managed by GS1, a leading global organization that develops and maintains standards for business communication, the main aim of GDSN is to ensure that the data exchanged between manufacturers, suppliers, and retailers is accurate and consistent across all systems.

GDSN – Basic concept



How GDSN works?



GS1 Standards: GDSN uses GS1 Standards, which define how data should be captured, shared, and used, ensuring that all participants in the network speak the same language when it comes to product data.



Data Pools: Companies subscribe to data pools, which are authorized by GS1 to ensure that they meet the standards required for data quality and synchronization. These data pools collect and maintain product information from suppliers and manufacturers.



Global Registry: The GS1 Global Registry acts as the central directory in GDSN. It doesn't store the data itself but keeps track of where the data can be found and ensures that the data pools are consistently synchronized. When a product's information is updated, the registry helps propagate this update across all parties who need that data

GLOBAL DATA SYNCHRONIZATION NETWORK



Why do we need a GDSN ?



Data Accuracy: Ensures that all trading partners have access to consistent and up-to-date product information.



Efficiency: Reduces the need for manual data entries and corrections, which in turn minimizes errors and saves time.

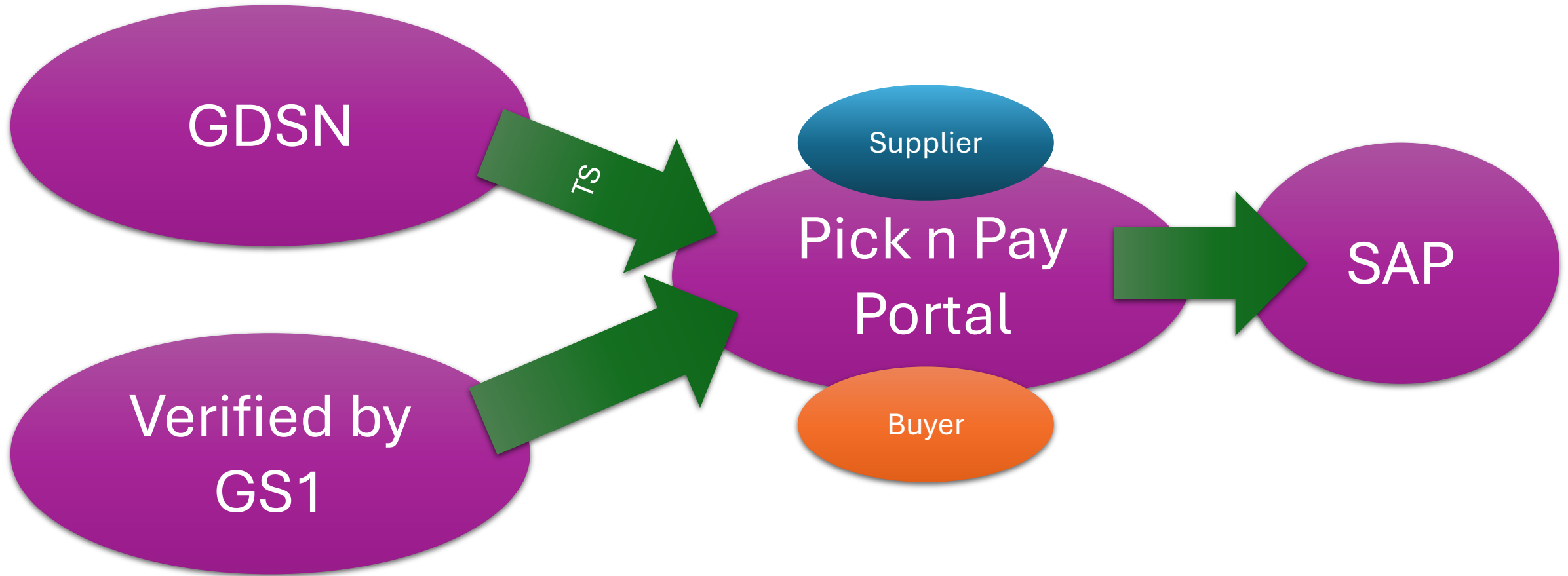


Regulatory Compliance: Helps companies meet various regulatory requirements by ensuring that product information is accurate and traceable.



Supply Chain Visibility: Improves transparency and visibility across the supply chain, facilitating better and more efficient logistics and inventory management.

Pick n Pay integration with GDSN and VBGS1



Pick n Pay Experience with the GDSN

Reduction of error when creating the article

Awareness of “**new products**” in landscape

Reduction of cost (staff and time)

Reduction of listing time, from 3 weeks to 3 days (on average)

Enriched data elements

Pick n Pay
Experience with
Non-GDSN
Suppliers

Errors when loading data via our
Supplier Portal manually

Up 300 % more time spent on loading
the data.

Up to 50% rejection of new article
requests due to incorrect data elements

Re-training of users

Rejections of stock at the DC

Why do
Suppliers
need to be on
GDSN

Do it once, do it correct

Global market exposure – Publish to
the all markets

One space of reference

Faster time to market

Consumer confidence (Retailer and
Customer a-like)



The Physical to the GDSN



GDSN

GDSN

**THE GDSN
NEEDS YOU**

