

Solution Overview

A Full Country Data Pool Solution for GS1 Member Organisations

GS1 Country Data Pool Solution

The GS1 Country Data Pool solution is a leading-edge global, multi-industry electronic product catalogue and data synchronisation service for GTINs (Global Trade Item Numbers), including UPCs (Universal Product Codes), EANs (EAN International Article Numbers) and associated relevant descriptive product attributes. Through its implementation of EAN.UCC Business Message Standards, X12, and EDIFACT standards and guidelines, the solution supports users and products from virtually any industry sector and region and also supports the guidelines for data synchronization set forth by the GDSN.

The Power of Data Synchronisation

Supply Chain Management (SCM) has driven many initiatives including e-collaboration. However, no SCM initiative can succeed without accurate product data as a baseline. Providing synchronised product data is the first critical step in today's SCM and e-collaboration initiatives.

Data inaccuracies can reap havoc and add additional expense, causing purchase order errors, returned shipments, reductions and logistic system errors. The GS1 Country Data Pool solution aims at significantly improving merchandise flow from manufacturers and suppliers to distributors and retailers, and ultimately to consumers through the automated distribution of accurate, consistent, up-to-date product data for all trading partners.

With the GS1 Country Data Pool solution from GXS, the resulting benefits for participants include dramatically reduced supply-chain costs and order-cycle times, automated item setup, item maintenance, and identifier cross-referencing processes, greatly improved e-document accuracy, and increased in-stock position, sales, and profits.

The Size of the Bad Data Problem

In study findings recently published by A.T. Kearney (June 2002), \$40 billion, or 3.5% of total sales, are lost each year due to supply chain inefficiencies, with 30% of the item data residing in retail catalogues in error. Each of these errors costs an organisation \$60 to \$80 and adds a resource impact of 25 minutes for manual cleansing per SKU, per year. According to a study by the ECR Europe organisation, supply-chain partners can expect to reduce their item setup and maintenance costs by at least 40%, by synchronising product information via a centralized data-alignment service such as an GS1 Country Data Pool.

In many cases, the actual cost savings exceed that threshold and amount to millions of dollars—an important value for all companies in today's challenging economic environment. Additionally, through the implementation of an GS1 Country Data Pool, participating



The GS1 Country Data Pool solution from GXS utilises our world class Data Pool Manager service. This service provides a best of breed solution to enable GS1 Member Organisations to establish and run a standards-based, GDSN compliant service to collect, store and synchronise accurate, timely, compliant product data.



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companies would experience dramatic reductions in costs and resources normally required to correct document, process, and reporting errors caused by manual data entry and inaccurate product information. The end result is vastly improved data integrity for all products ordered, tracked, and reported.

GXS' GS1 Country Data Pools and Additional Solutions

Fast, easy and secure connection—Access available through the Internet, GXS private IP network, GXS or third party Value Added Networks (VANs); supports Internet protocols including AS2, Secure FTP, Secure HTTP and VPN.

Multi-tiered application user authentication and verification processes (Web, machine-to-machine and EDI) and three levels of Web logon authentication and verification via company alias, user ID, and password provide secure access controls to the information. In addition data submitted via the web interface is encrypted using either SSL (Secure Socket Layer) version 3 or HTTPS.

Product data visibility to vendors is controlled by supplier-managed catalogue access controls, plus supplier-managed pricing access controls for specific retailers.

Added security—Ensures confidentiality and availability of data by providing integrity at every level, including Internet or private network security, application backup protection and authentication that the sender is genuine.

Latest GDSN standards—The GS1 Country Data Pool solution supports the EAN.UCC defined standards covering:

- Global Product Classification (GPC) and GDD product attributes
- EAN.UCC Business Message Standards
- Approved EDI standards that support the transfer of the required information.

In addition, to support the requirements of local GS1 Member Organisations, the GS1 Country Data Pool solution is also able to support:

- Locally approved attributes (those submitted to GSMP for approval)
- Country and/or community specific attributes.

Full-featured transaction service—Provides event-driven processing for product information transactions and status reports that gives supplier users an audit trail and the confidence that their key data has been delivered to their retailer customers. In addition, information is provided on usage to facilitate GS1 Member Organisations to bill for the service.

Network Based Translation—Enables Data Pool users to send and receive documents in non-standard formats, and translate them into the format required by the GS1 Country Data Pool solution or the recipient, without needing to invest in additional hardware, software or technical resources.

Web-based Interface—Allows suppliers to enter product data which is validated according to the GDSN rules online, as well as providing a mechanism for administration of the product data (e.g. publish) and reporting. Retailers are also able to view new product and update notification requests via a web browser.

KEY BENEFITS

- Enables members of different communities (regions, countries or industry groups) to cross trade product information via the web without having to post catalogue data more than once
- Provides a single location where suppliers maintain their catalogues, accessible by all their customers; provides a single source from which supply chain partners receive accurate, consistent, specific product information from all suppliers
- Proven solution, supporting six live international communities today:
 - GS1 UK's Data Pool
 - GS1 Russia's Data Pool
 - GS1 Canada's Data Pool
 - GS1 Australia and New Zealand's Data Pool
 - GS1 South Korea's Data Pool
 - Used by the U.S. retail supply chain since 1988, with 4000 participating companies
- Full suite of enabling software and services available, including GXS's Community Development and Implementation services.

Full suite of end user software and services—GXS is able to provide the range of solutions that will enable the supplier to create, validate and catalogue his product information prior to submission to the GS1 Country Data Pool and for the recipient to manage the receipt process, including the capture of partner specific data. In addition these tools enable the support of versioning and the ability to interface to multiple back-office applications.

About GXS

GXS is a leading provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including 75 percent of the Fortune 500, leverage GXS' GS1 certified global interoperability and supply chain execution solutions. Active in the global standards arena, GXS offers solutions, powered by the Trading GridSM, that enable customers both large and small, to connect with global partners, synchronize product information and optimize the execution of supply chains.

GXS' Global Data Synchronisation expertise dates back to 1988 when the company launched its first data synchronisation service which is now used by over 4000 companies in the US. GXS also runs the country Data Pools in the UK, Australia, New Zealand, Canada, Russia, Korea and soon in Taiwan, Hong Kong, Malta, Egypt, Jordan, Lebanon, Morocco, Syria, Tunisia, UAE and Saudi Arabia on behalf of the GS1 organisations in those countries. In January 2005, the GS1 Global RegistryTM announced that GXS' Data Pools passed the Global Data Synchronization Network (GDSN) Interoperability Certification. As a result, GXS now powers more GDSN-certified Data Pools than any other service provider worldwide.

Headquartered in Gaithersburg, MD., GXS provides sales and support to businesses and their partners worldwide. For more information about GXS visit www.gxs.com.



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