



1SYNC

A GSI US COMPANY

CONNECTING TRUSTED
PRODUCT DATA EVERYWHERE

THE 1SYNC VISION BUILDS ON THE FOUNDATIONAL STRENGTH OF THE GSI SYSTEM Delivering Product Data Management Solutions that empower trading partners to deliver accurate, essential product information through all channels to the consumer.

THE 1SYNC VISION

1SYNC's vision for Product Data Management Solutions is a single, common network that allows trading partners at all levels of sophistication to participate to the degree that is most prudent for their needs, and in the media that is best aligned to their capabilities.

Guiding 1SYNC's vision are four streams of thought that, when combined, paint a complete picture of the product data management challenges faced by companies today.

WHITE PAPER

PRODUCT DATA MANAGEMENT

The Evolution of Data Synchronization

DATA SYNCHRONIZATION is the foundation that has facilitated commerce and supply chain operations for over a decade, and will be the foundation to meet tomorrow's product data management challenges. Since the inception of the Global Data Synchronization Network™ (GDSN®) and the first Global Trade Item Number® (GTIN®) shared between trading partners in 2004, 1SYNC has been enabling collaboration and driving efficiency in the global marketplace through improved data alignment.

Representing more than 83 percent of the world's GDSN volume, 1SYNC has loaded more than 5.2 million GTINs and synchronizes nearly 60 million transactions annually for thousands of global users. The 1SYNC community ranges from small, growth-oriented entrepreneurs to the world's largest multi-national corporations.

This community has been a significant driving force in product data standards development and deployment. However, industry and trading partner requirements continue to grow steadily—and in some cases exponentially—and the standards development process must keep pace.

The demand for product data management solutions has never been greater. The evolution of new technologies, increasing regulation on consumer goods and the growing sophistication of consumers has caused an explosion in the use of product data. An example would be new mobile technologies that promote a more sophisticated, integrated, digital user experience on the Internet. These advancements require standards-based data management to meet the challenges that otherwise overwhelm brand owners and their trading partners.

1 HARNESS THE DATA EXPLOSION

The accelerated use of consumer technologies and mobile commerce is one of the clearest examples of the explosion of product data applications sweeping the globe. Consider, for example, that mobile device barcode scanning grew by 1600 percent in 2010¹, and that more than 28 percent of smart phones in the U.S.—nearly 13 million consumers—have scanned a product barcode.

HOW IMPORTANT IS YOUR BRAND?

91% of mobile barcode scans returned incorrect product descriptions

75% of scans returned no product information at all

87% of scans returned no image

Source: "Mobile-savvy shopper report," GSI UK and Cranfield School of Management

This consumer thirst for information has resulted in demand for enriched, accurate information through which they can glean insights and interpret a brand's relevance and inherent benefits. For example, consumers research the presence of allergens in food products, determine chemical components of cosmetics or detergents or review the sustainability practices of manufacturers. In fact, 69 percent of consumers surveyed are interested in receiving nutritional information for the foods they buy.²

These examples prove that the use of this rich product data has evolved beyond supply chain, merchandise planning, visibility and alignment to a broadened supply chain. Customer collaboration and consumer interactivity with manufacturers, distributors, retailers and product information providers is enhanced with enriched item information.

Business and market needs are evolving beyond the GDSN to include non-standard data, digital assets, analytics, aggregation, authentication and services to support integration with business processes and disciplines, leading to the improvement of governance and brand stewardship.

2 ENSURE DATA QUALITY AND AUTHENTICITY

The explosion of product data requirements, extended global trading partner communities, and the complexity of the product data ecosystem can compromise the accuracy and authenticity of product data for the consumer. At the same time, the evolution of the "smart shopper" has placed a premium on authentic product data for the brand owner. Compromised data in the hands of the consumer not only dilutes or damages a brand, but it can also endanger the

consumer if ingredients or product composition are misrepresented.

Our tools, based on the exceptional GS1 System of standards, provide a hard-wired path for product data delivery from manufacturer to recipient to consumer. In support of this strong foundation, 1SYNC offers services based on its extensive experience to ensure accuracy and authenticity, which include:

- GTIN Conversion and Authentication
- DQ ROI Calculation and Recommendations
- Data Profiling
- Package Measurement Services
- Process Governance and Policy Support
- Data Accuracy Scorecard Implementation

1SYNC Professional Services help customers to identify trends of inaccuracy, isolate root causes, and design sustainable solutions for continual improvement. We provide training to foster a clear understanding of convergence and interdependency between data quality, data synchronization and product data management. 1SYNC customers can access not only one of the most trusted and accurate PDM networks, but also can call upon the unparalleled expertise of our Professional Services team.

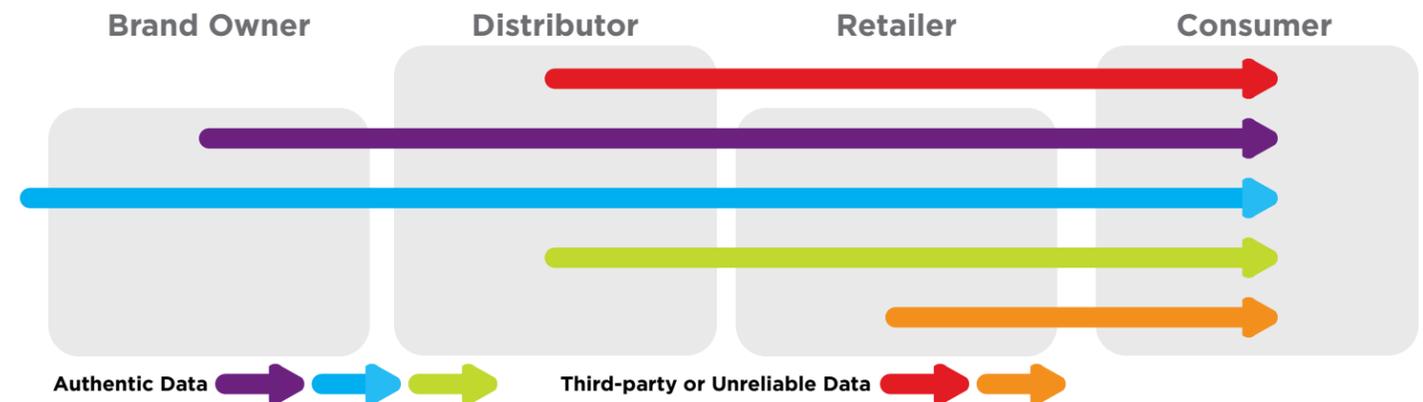
3 NAVIGATE THE COMPLEXITY

Following the flow of product data from the manufacturer through the supply chain to the consumer reveals a complex ecosystem of processes and systems many of which can fail to maintain the integrity and quality, of the data. Various parties within each organization—each with unique roles and needs—are involved in appending, qualifying, enhancing and transacting data with others. Some sources of data may be from external, under-qualified contributors. The inherent risk with the movement of information through this ecosystem is disintegration of the product data, which can misrepresent the product. By the time product data reaches the consumer, it may be inaccurate, confusing and ultimately dilute the value of the brand.

1SYNC provides solutions that work within a trading partner's means. These solutions will be enhanced to provide high-quality, authentic, trusted data through the network, regardless of medium—XML, flat file, EDI, catalogs or web templates. This diversification of media will support 1SYNC's existing customer base, retailers with proprietary portals, small businesses with limited or no technical capabilities and all variations between.

The combination of customer-focused solutions supports a many-to-many model that, when tailored to meet the customer's preference, also serves as a many-to-one or one-to-many solution. This model provides an ubiquitous, accommodating solution that continues to deliver on the promise of one version of the truth through a single trusted network.

PRODUCT DATA ECOSYSTEM



The 1SYNC portfolio will include tools and services that encompass the flow of product data. Our services will aid companies in their efforts to improve the handling of information within their organizations, and establish best practices for Product Data Management. Our tools improve the transaction of product data between trading partners; promoting authenticity, alignment and effectiveness of business transactions.

1SYNC will enhance its portfolio of tools, services and partners to:

- Create a cross-industry platform for broad product data services
- Continue to nurture emerging markets, regions and industries and develop the best tools for emerging needs
- Allow for broader combinations of structured item data and unstructured data to create value and insights for customers
- Continue to replace tedious and labor-intensive efforts for product data management
- Deliver even greater insights into product data usage, volumes, trends, quality, etc.
- Provide transformation, translation and certification services

4 REMOVING BARRIERS

Trading partner communities are comprised of hundreds, and often thousands, of partners with unique needs and varying levels of sophistication. The typical partner ecosystem for a large data recipient is comprised of a small number of technically proficient and strategically important suppliers, and scores of small- to medium-sized suppliers jockeying for position, volume and attention from their coveted customer. Establishing a single method for communication between the partners in this ecosystem is a challenge that 1SYNC is meeting.

Small suppliers required to comply with a rigorous data provision policy often perceive the mandate as strictly beneficial for their customer. The customer realizes the

benefits from a single, trusted pipe of data, yet small suppliers bear the burden of expense, complexity and additional workload—ultimately affecting Total Cost of Ownership (TCO) across the supply chain. When multiple customers impose disparate requirements beyond GDSN, complexity is compounded. Similarly, large manufacturers often mandate that small wholesale and retail outlets conform to their product data protocols.

Understanding this dilemma, 1SYNC plans to extend services to provide their community with additional avenues to engage and support their customers:

- The acceptance of multiple media inputs and outputs, including flat files, web forms, EDI, loading services or 1SYNC's current XML choreography of the GDSN.
- Lowering the bar for participation by relaxing requirements. For instance, suppliers who do not currently have, store or maintain all required elements for GDSN compliance would be allowed to participate in the 1SYNC network with fewer attributes beyond essential identifiers.

These accommodations will very rapidly expand participation and improve the value proposition, without compromising accuracy, integrity or security. The customer recipient has a "pipe" of product data that mitigates extraneous processes required for data gathering, while the supplier enjoys reduced complexity and expense. Ultimately, TCO is reduced for all trading partners.

Once everyone is "in the network," 1SYNC can benchmark levels of participation, educate, and nurture suppliers on the value of full compliance with GDSN, and support customer recipients with programs to improve supplier commitment.

SOLUTIONS DELIVERED AT THE SPEED OF BUSINESS

Where and when the market need is urgent and pervasive, 1SYNC will be an incubator for standards development. The application of consistent methods, advocacy for new standards and the use of new and existing media, will be the foundation for 1SYNC's new portfolio of value-added tools and partnerships.

Upon the foundation of the GDSN, 1SYNC will provide services, tools and trusted partners to support customers in their quest to simplify the management and sharing of authentic, accurate product information with their trading partners. Through continued advocacy of the standards development process (GSMP) as the key to global collaboration, 1SYNC will launch Product Data Management solutions from a standards platform to meet the accelerating needs of today's digital marketplace.

1SYNC will nurture those who want to get started in standards and PDM, but may not have the knowledge, support or capabilities to

participate in full compliance with GDSN requirements. We will foster an environment of inclusion, with solutions for every level of sophistication, allowing partners to join the 1SYNC network at a pace and level of capability that is achievable for them. Once participating, we will educate the member about best practices in the standards-driven supply chain, and the benefits realized by those who implement them.

With considerably more participants in the 1SYNC community and the GDSN, 1SYNC will move steadily closer to realizing the full value that is virtually impossible to achieve with data synchronization alone. We will meet today's needs today, using pragmatic discipline and deep market insights to ensure sustainable, relevant thought leadership for tomorrow's business challenges.



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