Synchronizing with Target

- Target Overview
- GS1/GDSN Standards Overview
- 1WorldSync Overview
- Target Goals & Objectives
- Target Specific GDS Requirements
- Target Supplier Expectations & Next Steps
• Target is a Fortune 100 company with 1,789 stores in 49 states
  – **TARGET**  **SUPER**  **city**
  – Target Canada: opened in 2013; 127 stores

  – **Target.com**
  – **Target Mobile**: apps for iPad, iPhone, and Android

• Our guests
  – Median age of 40
  – Median household income of approximately $64K
  – Approximately 43% have children at home
LEADING INDUSTRY TO ADOPT AND USE GS1 STANDARDS AND SOLUTIONS

STANDARDS, ADOPTION & USAGE
Engaging communities and companies to solve supply-chain problems by adopting and using GS1 Standards

PRODUCT DATA MANAGEMENT
Enhancing the GS1 Standards-driven supply chain (e.g., GDSN) by providing services and technologies to help manage product data
What is the GDSN?

• **Global Data Synchronization Network (GDSN)** is an automated, standards-based global environment that enables secure and continuous data synchronization
  – This allows all trading partners to have consistent item and location data in their systems at the same time
    • Global Trade Item Number (GTIN)
    • Global Location Number (GLN)

• Ensures that ALL parties in the supply chain are working with the same trusted product data
  – Allows for simplified change notification
  – Saves TIME and MONEY for all organizations by eliminating steps to correct inaccurate data
How the GDSN Works

- The GDSN is built around the GS1 Global Registry and GDSN-certified data pools
- Ensures the supplier and customer are looking at the same accurate information

1. Load Data
2. Register Data
3. Subscription Request
4. Publish Data
5. Recipient Confirmation
1WorldSync is the trusted, global source of authentic, enriched data to facilitate management of B2B and B2B2C product information more efficiently and completely.

- Partner with over 20 GS1 Member Organizations Globally
- More than 15,000 customers across 40 countries
- Industry leader in global Product Data Management
- World’s largest GDSN-certified data pool
  - Over 11 million GTINs, 15,000 GLNs synchronizing via 1WorldSync

**Target and 1WorldSync**
- Target has selected 1WorldSync as its certified data pool of choice
  - 1WorldSync member since 2007
  - Working closely together on a supplier onboarding strategy and schedule
- Received the 2013 ‘Power of 1” award for rapid adoption
Relevant & Timely GDSN Data, done Easy!

• 1WorldSync Validations Engine Ensures Clean & Accurate Data
  – Over 1,200 GDSN & Business Rule validations (e.g. GTIN formatted correctly)
  – GTIN – specific validations (e.g. Brand name did not match)

• Delivery options that work for your organization
  – Machine to Machine: XML, requires AS2
  – Data Export: On-Demand, XML, Custom formats available
  – Flat File via AS2
1WorldSync combines global reach with local knowledge and support.

- Can meet the product data management needs of any trading partner, in any industry
- Offices in the Americas, Europe, and Asia Pacific
- Extensive Subject matter expertise
- Global customer support model, education & training
Enabling sales, supply chain, B2B and IT services teams to setup and exchange quality, trusted product master data with trading partners, via a single global connection point.

Enabling product safety, quality, legal and regulatory, procurement and marketing teams to manage product safety and compliance programs across global trading networks.

Enabling marketing, eCommerce & Application Developers to acquire trusted product images, assets, information and more – sourced directly from and approved by its original owner.
Supplier Benefits

Complete, accurate and consistent product information to drive efficient business!

• Drive unnecessary costs out of the supply chain, while growing sales and improving the bottom line
• A single point of entry for item data
• More efficient business processes
• Improved order accuracy
• Improved speed-to-shelf of new items
To implement a sustainable vendor onboarding process within Target Data Operations team that establishes GDS as the preferred method of item setup and maintenance leading to improved efficiencies and item accuracy.

1. Realize the benefit (consistent, accurate item data) that GDS vendor onboarding can bring to Target
2. Develop a scalable and repeatable vendor onboarding program that provides a positive experience for all of Target’s vendor community.
### Target Benefits

**Objective 1: Realize GDS benefit for Target**

<table>
<thead>
<tr>
<th>Total # of GDS Connected Vendors</th>
<th>Prior to</th>
<th>Dec 31</th>
<th>NOW</th>
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<tbody>
<tr>
<td>144</td>
<td>2011</td>
<td>Dec 31</td>
<td>2014</td>
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<td>Dec 31</td>
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<td>Dec 31</td>
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</tr>
<tr>
<td>1590</td>
<td>Dec 31</td>
<td>Dec 31</td>
<td>Dec 31</td>
</tr>
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</table>

**Shipment Volume**

- Prior to 2011: 20%
- Dec 31 2011: 35%
- Dec 31 2012: 66%
- NOW 2014: 68%

#### Target Benefits

- **More accurate product dimensions & weights**
- **More accurate handling in Target.com Fulfillment Centers**
- **More accurate Shipping costs to guests**

### Overall GDS Vendor Connections by Year

<table>
<thead>
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<th>Year</th>
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<tr>
<td>2007</td>
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<tr>
<td>2012</td>
<td>193</td>
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<tr>
<td>2013</td>
<td>737</td>
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</table>
Supplier Benefits – Reduced Manual Entry

Objective 2: Positive Vendor Experience

What is:

![IMN](image1)

Item Management System

90 Attributes (approx)

9 minutes

What could be:

![IMN](image2) ![GDS](image3)

Item Management System

Global Data Synchronization

46 Attributes (Net)

5 minutes

Saves 4 minutes per item of manual entry
GLN/Target Vendor Number Mapping
• Your GLN will be mapped to a single Target Vendor #.

Dimensions & Weight
• Gross Weight is required

Barcodes
• UPC (EANUCC Code) required at Each level
• EANUCC Code types other than UK/UP/EN will not be processed by Target
  – UK = UPC/EAN Shipping Container Code (1-2-5-5-1)
  – UP = UPC Consumer Package Code (1-5-5-1)
  – EN = European Article Number (EAN 8) or (EAN 2-5-5-1)

Publication Delete
• Incoming CIN with message type DELETE is ignored
<table>
<thead>
<tr>
<th>Pallet/Mod Pallet GTIN</th>
<th>Case/Display GTIN</th>
<th>Inner Pack GTIN</th>
<th>Each GTIN</th>
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</thead>
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Q: Is data synchronization being used in Canada for Target?

A: Target’s GDSN focus is in the U.S. only. Target is not currently leveraging data synchronization for our Canadian operations.

Q: How do I get access to see my item information in IMN?

A: Please contact the Partners Online admin at your organization. They have the ability to give you a user ID and password.
Target Supplier Expectations/Next Steps

GDS is our preferred method of item setup and maintenance

- Visit [http://1WORLDSYNC.com/Target](http://1WORLDSYNC.com/Target) to learn more about the GDS process with Target

Join Target at the 1WorldSync User Group and GSI Connect. Register using code 14TPRT1019 and receive 10% off!

GDSN Communications
- Target Letter to Suppliers

Key Documents
- Target Trading Partner Form
- Target Implementation Guide
- Steps to Synchronize with Target
- Target FAQs
- Target GDS Attribute List
- Target GDS Brochure
- GDS New Item Setup Guide (Partners Online ID and password required)
- GDS Update Spring 2014

‘How to Do Business with Target’ is on the GSI Connect Agenda for Wednesday, June 11 at 4:00PM

GDSN® Initiative

Thank you to all suppliers who completed ‘Initial Load’ in Q1 2014!
Thank you also to all suppliers who recently completed a GDS ‘New’ item setup.

In 2012, Target completed the rollout of our new Item Management (IMN) system. That system has the capability to take advantage of many of the benefits that the Global Data
Target Supplier Expectations/Next Steps

• Select a GDSN certified data pool of your choice by the end of June

  1WorldSync
  businessdevelopment@1WorldSync.com
  866-280-4013

• Contact Target GDS Operations team with any Target specific GDSN questions

  Target
  Target.GDS@Target.com

• Once signed up, fill out the Target trading partner form at
  http://1WORLDSYNC.com/Target to let us know you are ready to begin synchronization

• Begin publishing your item data to Target via the GDSN by the end of July.
Thank you!
Steps for Synchronizing with Target – Initial Load

1. Review Target GDS Implementation Guide for attribute requirements.
2. Complete the Trading Partner Form on the Target landing page: www.1worldsync.com/target
3. Request a list of your items carried by Target from your internal Target Account team.
4. Target will create a subscription for your Information Provider GLN/Target Market US and confirm readiness to accept the initial publication.
   • Publish items carried by Target
   • Publish as Initial Load
   • Publish to Target GLN: 0085239000007
5. E-mail publication notification to Target.GDS@Target.com
6. Manage Confirmation (CIC) Responses from Target.
   • If you receive REVIEW or REJECTED status, determine the cause of error and next step/resolution.
   • Republish as Initial Load and notify Target.
7. Once eligible items are synchronized Target will consider supplier “Complete.”
8. After initial load is complete, continue to submit all new items & modifications/corrections for specified attributes through GDS.
Steps for Synchronizing with Target – New Item

1. Target awards business to Supplier or Target buyer asks for item setup.
2. Supplier Account Rep advises GDS Rep to publish new item(s).
3. Supplier GDS Rep publishes *New to Target’s GLN: 0085239000007* and advises Supplier Sales Rep.
4. Supplier Account Rep logs into *Partners Online* to access Target’s Item Management (IMN) application.
5. Supplier Account Rep accesses the **Finish Item Setup** task from the workbench tab of the IMN home page.
6. Supplier Account Rep finds GDS submitted item in the task list.
   • Filter criteria “Source” = GDS

7. Supplier Account Rep “tops off” the item(s) following the IMN
guided setup process and submits item(s).
   • GDS submitted attributes will be pre-populated

8. Target Merchant reviews and approves item setup
   • CIC Message SYNCHRONIZED is sent for the GDS
   attributes synched
   • CIC Message REVIEW is sent if additional information is
   needed. Merchant has the option to include comments
   explaining next steps needed.
Steps for Synchronizing with Target – Modify/Correct

1. Supplier logs into Partners Online and accesses the Item Management Application (IMN)
2. Supplier searches for items in IMN to review for accuracy or updates
   • Search capability by barcode, GTIN

3. Supplier submits any necessary changes via GDS for any Target GDS item attributes
   • If attribute needing maintenance is not a GDS synched attribute, Supplier Sales Rep must update item information via IMN
4. GDS Publications are routed to the appropriate Target merchandising department associated with the barcode on the request.
5. If change is within a certain threshold, it will automatically be accepted by the system with no merchant action needed.
6. If change does not meet the auto approval thresholds, the merchant approves or rejects the item update that has been submitted from the Supplier via an IMN tasklist.
   a) If a Target merchant rejects a GDS submitted item change, then it will generate a **REVIEW CIC** message back to the supplier. They also have the option to include comments explaining the rejection.
   b) If a Target merchant approves a GDS submitted item change, it will be synched to our item system and a **SYNCHRONIZED CIC** message will be sent back to the supplier.
   c) If supplier submits data in incorrect format, Target will send **REVIEW CIC** message with description of error.

**Notes:**
1. Any change to Case or Inner Pack quantity will require merchant review.
2. Suppliers can NOT request cost changes via GDS.
Q: How long does it take for the data to show up in IMN after I have published?

A: Target processes GDSN messages every 4 hours (8AM, Noon, 4PM, 8PM, Midnight, 4AM Central time).

- NEW: Data inserted in the IMN “Finish Item Setup” task after that 4 hour batch has processed.
- INITIAL LOAD, MODIFY, CORRECT: Depends on how the data you sent compares to what is currently in Target’s system

Watch the CIC messages sent by Target for updates