Challenged with ensuring your product content meets global data standards & retail compliance?

Is your ability to ensure consistent, complete and accountable product content at risk due to limited resources and time, and ad-hoc applications of industry standards?

The process of managing and exchanging product information, certificates and documentation in the B2B and B2C space is challenging. Consumers rely on high-quality product information accessible 24/7 to help them discover, search for and receive products and ultimately help them make their purchasing decision.

A common scenario suppliers experience to meet retail demand and consumer expectations, especially during high-peak volumes, is to submit product information that is missing GDSN product attributes, product images, above- or below-the-fold content, key on-line attributes, and more.

However, this is NOT the answer and could lead to increased supplier fees, lost revenue and declined contract renewals between a retailer and their supplier.

Three main challenges with lack of product data transparency and standardization:

- Complex regulatory compliance and review processes which, if not adhered to properly, can increase business risks
- Poor and inconsistent product quality leading to lower commerce sales
- Inefficient item data management

Any of which can lead to:

- Commerce shelf delays
- Lost revenue
- Lost brand loyalty
Luckily, suppliers can gain numerous benefits from global standards compliance

1. **GAIN A HARMONIZED, STANDARDIZED FOUNDATION**

   Doing so may help you streamline product information sharing across all steps where process bottlenecks may occur—including product manufacturing, inventory counts, packaging, distribution and more—from manufacturers to distributors, retailers and consumers.

2. **SIMPLIFIED, EXCESS INVENTORY MANAGEMENT PROCESSES**

   Streamlined activities as a result of standards compliance can provide greater flexibility in supply chain processes to ensure you can efficiently supply adequate product inventory to meet consumer and seasonal demand.

3. **GREATER VALUE, VALIDITY AND ACCURACY OF PRODUCTS**

   Measuring such aspects based on GTIN numbers can help ensure inventory is presented in a marketable manner to fully reflect the value of the products and increase data accuracy and quality.

Maintain GDSN standard compliance with additional support from 1WorldSync to equip consumers with better purchasing decisions.

Walmart's Item 360 highlights:

- Walmart Item 360 enables item setup and maintenance for retail items
- Item 360 replaces Walmart's Online Item File (Form 33) and Supplier Center
- New item requirements—both in-store and for e-commerce
- More standardized collection of dimensions and package configurations
- New item setup spreadsheet with additional attribute fields

Walmart US Playlist

The Walmart US Playlist provides visibility to Item 360 attribute requirements. Available to users of 1WorldSync’s Item Management (IM), more than 100 attributes enable the delivery of item data and content directly into Item 360 today.

Content Acceleration removes product content uncertainty for suppliers

Streamline content capture and creation processes for supply chain and e-commerce needs. Utilize hero images to showcase your products across e-commerce channels, amplify product information that matters most to consumers, and accelerate market speed.

Data Loading & Maintenance services

1WorldSync's Data Loading & Maintenance (DLM) services can help speed up the product item submission process for Walmart suppliers, and maintain item attribution accuracy to increase item revenue.

Rely on 1WorldSync's Global Standard Innovation Team

The Global Standards Innovation team intensifies 1WorldSync's focus on the application of global standards to the digital shelf and will provide community thought leadership and expertise in how to best leverage standards to better serve consumers.

The customer is at the heart of omni-channel experiences. It's time to ensure accountable item data management processes to equip consumers with products when and how they need them.