



# 1WorldSync – DeCA Broker Webinar

May 1<sup>st</sup> , 2013

CONNECTING TRUSTED PRODUCT DATA EVERYWHERE



# Agenda

- About DeCA
- GS1 Standards Overview
  - Data Synchronization and GDSN
- DeCA Goals and Objectives
- DeCA Data Synchronization Initiative



# About The Defense Commissary Agency

DeCA - operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment

- 248 Commissaries
- 13 Countries
- 2 Territories
- 17,000+ Employees
- \$6.09 Billion annual sales
- 32% Average savings
- Ranked 18th in Grocery Retail\*



HQ – Fort Lee, VA

# DeCA's Global Standards

DeCA is using the GS1 System - an integration of global standards that provides for accurate identification and communication of information regarding products, assets, services and locations. Because it is the most implemented supply chain standards system in the world, it is the foundation of a wide range of efficiency-building supply chain applications and solutions for DeCA as well as other retailers.

DeCA has already mandated all suppliers must utilize bar codes and follow the GS1 measurement standards on products at both the consumer and shipping level. Beginning in 2013, DeCA will be utilizing Global Location Numbers and the Global Data Synchronization Network to enable suppliers to share information and ensure accurate data quality.



Bar Codes



Data Quality Standards



Global Location Numbers



Global Data Synchronization Network



# What is expected of Brokers to DeCA

- As a Broker for DeCA suppliers, you play a vital role in the relationship between DeCA and its Suppliers.
- DeCA asks the Broker community to perform a couple of steps
  - Determine whether your suppliers are GDSN enabled or not
    - If they are engaged already in the GDSN, please ensure they are following the DeCA GDSN process found here <http://pdm.1sync.org/customers/deca>
  - If they are not engaged in a GDSN effort already, follow these steps:
    - Educate your suppliers on what the GDSN is and ensure they have a correct GS1 assigned prefix for their items.
    - Provide assistance in ensuring they have access to necessary information and contact information for DeCA's data pool, 1WorldSync (found at the end of the deck)
    - Work with your suppliers to ensure they are following the DeCA GDSN process found here <http://pdm.1sync.org/customers/deca>

# The GDS New Item Introduction Process



- Coordinate between marketing departments, account managers, and GDS divisions
- Imperative that New items are published to DeCA prior to presentation
- DeCA will create a subscription based on the supplier GLN and Target Market (US)
- New Items must be presented on DeCAF 40-15, New Item Presentations
- Complete GDS GLN and GDS Point of Contact information
- Manufacturer data imported into the DIBS Master Catalog and be appended with DeCA's unique data elements
- DeCA requests that the contents of display modules, i.e. shippers, display modules, and mixed pallets be published separately and independent of the display module.
- If no publication is found, no item data will be pulled into DIBS

The item considered not active until such time synchronization occurs.

# What are the GDSN and GS1 System of Standards?



# GS1 Standards

A common language to identify, capture, and share information globally



IDENTIFY



CAPTURE



SHARE

## GS1 IDENTIFICATION NUMBERS

### COMPANY

Global GS1 Company Prefix  
Global Location Number (GLN)

### PRODUCT

Global Trade Item Number® (GTIN®)  
Serialized Global Trade Item  
Number (EPC)

### LOCATION

Global Location Number (GLN)

### LOGISTICS

Serial Shipping Container Code (SSCC)

### ASSETS

Global Individual Asset Identifier (GIAI)  
Global Returnable Asset Identifier (GRAI)  
Global Document Type Identifier (GDTI)

### SERVICES

Global Service Relation Number (GSRN)  
Global Document Type Identifier (GDTI)

## GS1 SYSTEM DATA CARRIERS

### BARCODES

#### EAN/UPC



#### GS1 DataBar™



#### ITF-14



#### GS1 DataMatrix



#### GS1-128



### EPC®-ENABLED RFID TAGS

Electronic Product  
Code™ (EPC)  
RFID Encodings



## GS1 INTERFACE STANDARDS FOR ELECTRONIC COMMERCE

### MASTER DATA

Global Data Synchronization  
Network™ (GDSN®)

### TRANSACTIONAL DATA

Electronic Data Interchange (EDI)  
Extensible Markup Language (XML)

### PHYSICAL EVENT DATA

EPC Information Services (EPCIS)



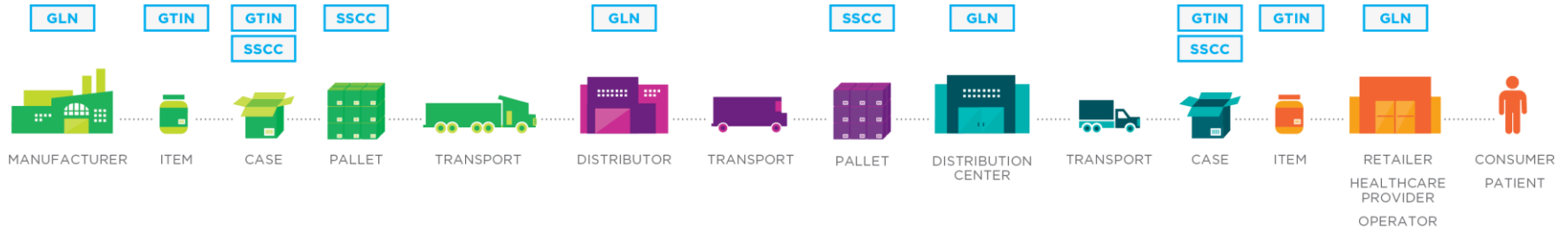




# Identify: GS1 Identification Numbers



Used to uniquely distinguish all products (trade items), logistic units, locations, assets, and relationships across the supply chain from manufacturer to consumer.



## COMPANY

Global GS1 Company Prefix  
Global Location Number (GLN)

## PRODUCT

Global Trade Item Number® (GTIN®)  
Serialized Global Trade Item  
Number (SGTIN)

## LOCATION

Global Location Number (GLN)

## LOGISTICS

Serial Shipping Container Code (SSCC)

## ASSETS

Global Individual Asset Identifier (GIAI)  
Global Returnable Asset Identifier (GRAI)

## SERVICES

Global Service Relation Number (GSRN)  
Global Document Type Identifier (GDTI)





# Identify - GTIN Hierarchy Examples



## ITEM

### EAN/UPC

Carries a Global Trade Item Number® (GTIN®)



## CASE

### ITF-14

Carries a GTIN



## PALLET

### ITF-14

Carries a GTIN



OR

### GSI-128

Carries a GTIN with extended data such as Batch/Lot Number



OR

### GSI-128

Carries a GTIN or a Serial Shipping Container Code (SSCC)



OR

### EPC-ENABLED RFID

Carries a Serialized GTIN (SGTIN) or an SSCC



OR

### EPC-ENABLED RFID

Carries an SGTIN or an SSCC





# Capture: GS1 System Data Carriers



**GS1 System Data Carriers** are capable of holding varying amounts of data to accommodate different needs such as batch/lot information and expiration dates.

## BARCODES

EAN/UPC



GS1 DataBar™



GS1 DataMatrix



ITF-14



GS1-128



## EPC-ENABLED RFID TAGS

HF RFID



UHF RFID





# GS1 Standards Nomenclature



(01) 10222222333334 (17) 091231 (10) A1345B

**GTIN**  
(Global Trade Item Number)

**Expiry Date**

**Lot Number**

- **GTIN = Global Trade Item Number**  
(Product Identifier – e.g., U.P.C. – used in all retail/grocery)
- **GLN = Global Location Number**  
(Identifier for all trading entities: Manufacturers, Distributors, Operators)
- **GDSN<sup>®</sup> = Global Data Synchronization Network**  
(Electronic, continuous, real-time single source of truth database)

# SHARE: GS1 Interface Standards for E-COM



Interoperability, made possible by identification standards, data capture standards, and **interface standards**, allows product information to flow through the supply chain.

## MASTER DATA

Global Data Synchronization Network™ (GDSN®)

## TRANSACTIONAL DATA

Electronic Data Interchange (EDI)  
Extensible Markup Language (XML)

## PHYSICAL EVENT DATA

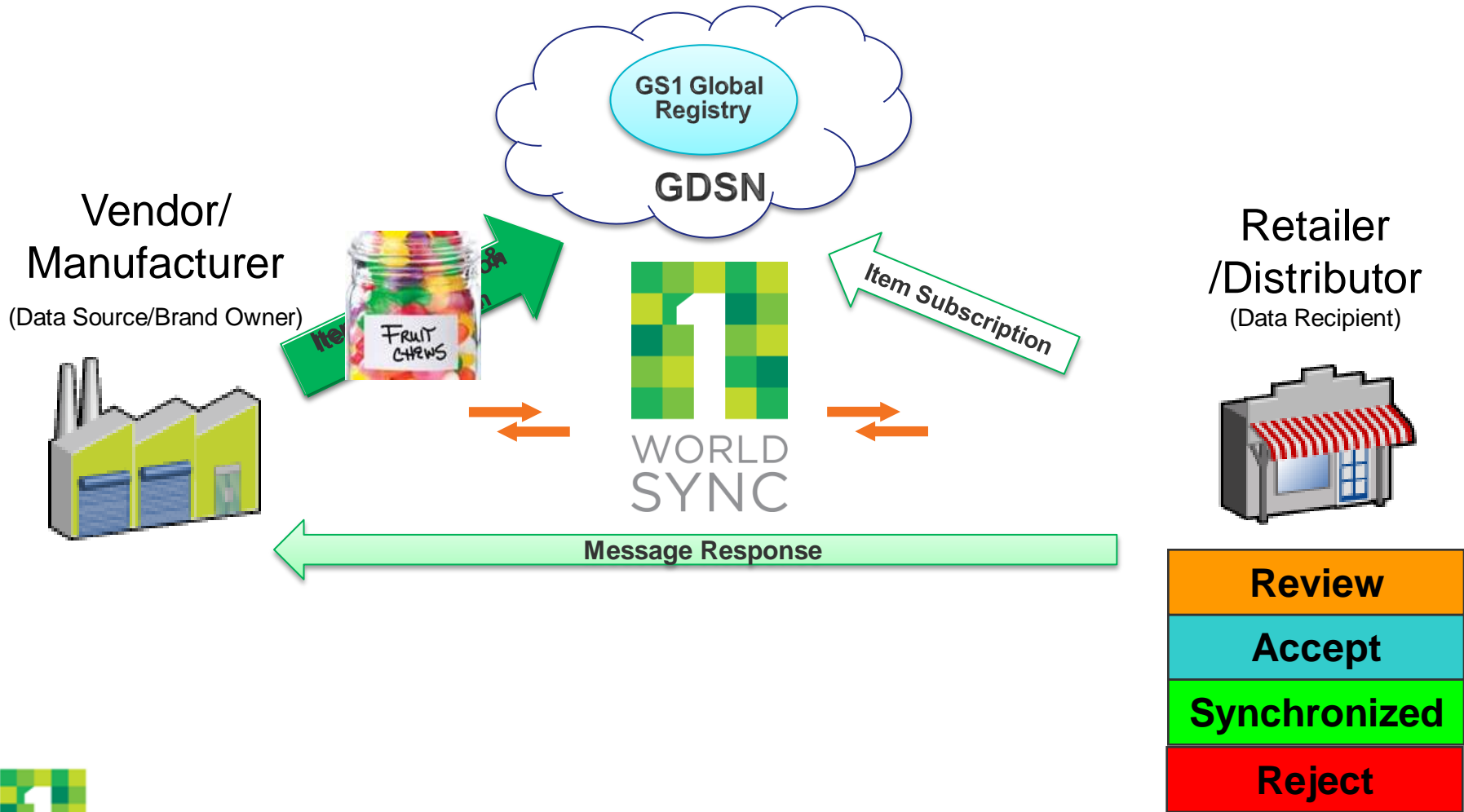
Electronic Product Code Information Services (EPCIS)



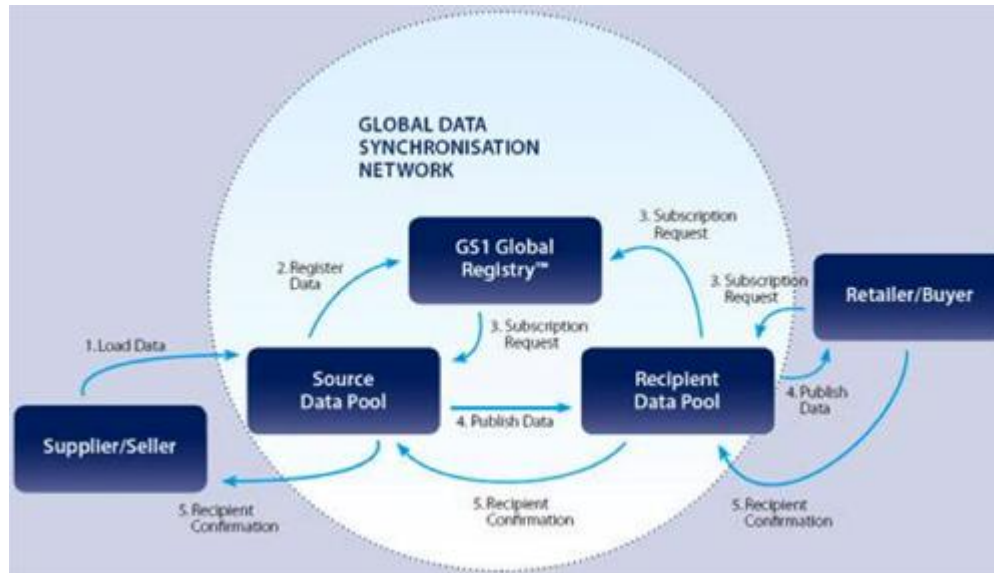
# What is Data Synchronization?

- The electronic transfer of standardized product and location information between trading partners
- Data is exchanged via a central global repository - GS1 Global Registry™
- It's a continuous process over time as a part of an ongoing business process
- Utilizes the Global Data Synchronization Network (GDSN), which makes it easy for trading partners to share information seamlessly, even when they subscribe to different GDSN-certified data pools
- GDSN, a network of trading partners and certified data pools, provides an automated, standards-based global environment enabling secure and continuous data synchronization

# How the GDSN Works



# Five Steps to Synchronize With DeCA



There are five simple steps that allow trading partners to synchronize item and location data with each other:

1. **Load data:** the seller registers product and company information in its data pool.
2. **Register data:** a small subset of this data is sent to the GS1 Global Registry (primarily GTIN/GLN)
3. **Request subscription:** the buyer, through its own data pool, subscribes to receive a seller's information.
4. **Publish data:** the seller's data pool publishes the requested information to the buyer's data pool.
5. **Confirm & inform:** the buyer sends a confirmation to the seller via each company's data pool, which informs the supplier of the action taken by the retailer using the information.



# DeCA's GDSN Initiative



# What it means to you

- A proven way to 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



# DeCA GDSN Initiative

- DeCA has joined the Global Data Synchronization Network (GDSN) to receive new items, changes to existing items and deletions
- DeCA has partnered with **1WorldSync** to provide Data Pool services and support the GDSN implementation process
- **Goal** – To fully utilize GDSN registered data and less dependency on manual entry of data from the DeCA New Item & File Maintenance form (DeCAF 40-15)



# DeCA Assortment – GDSN Registered Items

DeCA UPC Analysis					
	Unique Brand Owner Counts	% of Total Valid	Total GTINs	% of Total Valid	
<b>GDSN - Y Total</b>	1,062	41.3%	31,681	84.9%	
<b>GDSN - N Total</b>	532	20.7%	4,653	12.5%	
<b>Total (GDSN-Y &amp; N)</b>	1,594	62.0%	36,334	97.4%	
<b>Other (International, In-Store, Coupon)</b>	979	38.0%	979	2.6%	
<b>Total Valid</b>	2,573	100.0%	37,313	100.0%	
<b>Total Invalid</b>	144		144		
<b>Grand Total</b>	2,717		37,457		

\* DeCA submitted 37,457 items for review

\* 31,681 items or 84.9% of the total submitted are available through GDSN

**March 1, 2013** 1WorldSync began reaching out to 1,062 brand owners to have them publish their items to DeCA by June 2013.



# What Suppliers Need to Know

- Given the benefits of data synchronization, DeCA's executive and sales team is fully supportive of this initiative
- DeCA is ready to receive product information from its suppliers already transferring their product data via GDSN
- All product data received via data synchronization will be sent to DeCA Interactive Business System (DIBS) by utilizing a Product Information Manager (PIM)
- DeCA requires suppliers to provide the standard GDSN mandatory attributes and recommends providing some additional Core GDSN attributes
- A list can be found in Section 7 of DeCA's Implementation Guide
- The EDI and Vendor Web pricing process will remain the same



# New Item Process

- Ensure coordination is undertaken between supplier's marketing departments, account managers, and GDS divisions
- Publish New items to DeCA prior to presentation (Required)
  - Facilitates data entry into DIBS
  - Ensures accuracy of initial data entry
  - Promotes "Speed to Shelf"
- Submit DeCA's New Item Presentation form [DeCAF 40-15](#) and provide the following information:
  - GDS Global Location Number (GLN)
  - GDS Point of Contact information (Name, Phone, and eMail)
  - GDS block must be completed
- DeCA will create a subscription for approved manufacturers by:
  - Information Provider GLN and Target Market (US)



# New Item Process

- If the subscription matches a publication, the manufacturer item data will be pulled into the DIBS Master Catalog upon which it will be appended with DeCA's unique data elements, such as RSL code, commodity code, supply bulletin number, availability date, contract number, etc.
- If possible, DeCA requests that the contents of display modules, i.e. shippers, display modules, and mixed pallets be published separately and independent of the display module.
- If a subscription is generated, but no publication is found, no item data will be pulled into DIBS until a publication is eventually submitted by the supplier. **The item will not be considered active until such time synchronization occurs.**



# Broker Process

- As a Broker for DeCA suppliers, you will have access to a couple of options to help you understand and engage in DeCA's GDSN initiative
- Part of the requirement will be to provide a GLN (Global Location Number) for the Suppliers you represent
- Below are two options to help you understand your Supplier GLN's:
  - DeCA maintains a list of suppliers tied to their Brokerage Firm
    - This is based on analysis 1WorldSync and DeCA have performed prior to the engagement
  - GS1 offers a website called GEPIR, which will help you search for and verify GLN and GTIN information for your Suppliers
    - <http://gepir.gs1.org/v32/xx/default.aspx?Lang=en-US/>





# Your Next Steps

- To support a smooth rollout, please designate a representative to be the point of contact for your GDSN initiative
- If you are **subscribed to a GDSN certified data pool** such as 1WorldSync
  - Visit [DeCA Data Sync webpage](#) to complete [DeCA Survey Form](#)
  - Review DeCA Data Sync Implementation Guide and FAQs
  - Timeline – 60 days from the date of communication
- If you **are not subscribed to GDSN**
  - Contact 1WorldSync to get started – 866.280.4013 or visit <https://subscribenow.1sync.org/HOME/apply.aspx>

It is not mandatory at this time that suppliers join the GDSN to be a DeCA supplier, however, the benefits and cost reductions achieved by GDSN can only be realized with compliance to the industry standards established by GS1 and industry.





# Resources/Contact Information

- DeCA Data Sync webpage: [www.1worldsync.com/deca](http://www.1worldsync.com/deca)
  - DeCA Survey Form
  - DeCA Data Sync Implementation Guide
  - DeCA Data Sync Steps to Publish
  - DeCA Data Sync FAQs
  
- Data Synchronization Contact Information
  - At DeCA : Wayne Webb; 804-734-8000 x48854; [wayne.webb@deca.mil](mailto:wayne.webb@deca.mil)
  - At 1WorldSync:
    - All Inquiries: 866-280-4013
    - For GDSN Customer Support: [businesssupport@1worldsync.com](mailto:businesssupport@1worldsync.com)
    - For Non-GDSN Customer Support: [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com)



# Questions & Answers

- **What is a data pool? What is a GDSN-certified data pool?**
  - An entity that provides its customers data synchronization services and a single point of entry to the Global Data Synchronization Network (GDSN) is called a data pool. Data pools must be certified per GS1 System standards to operate within the GDSN. Data pools interoperate with the GS1 Global Registry and each other. Example: 1WorldSync Data Pool.
  
- **Is data synchronization an Information Technology (IT) function? Does it require IT resources?**
  - Data Synchronization is a business process that uses technology in its implementation. For a successful implementation, it is recommended to have executive sponsorship and technology resources allocated to this program.
  
- **Is data synchronization just another term for EDI?**
  - No. EDI is used in the transmission of many e-business transactions, whereas data synchronization is the electronic transmission of standardized product and location information.
  
- **Where can DeCA specific regarding GDS information be found?**
  - You can find all pertinent documentation and setup forms here:  
<http://pdm.1sync.org/customers/deca>

# Questions & Answers



- **How will DeCA be getting pricing for suppliers using GDSN?**
  - DeCA will not use the GDSN for pricing. DeCA will continue to use its existing EDI and web portal procedures.
- **What EDI transaction sets will be used in conjunction with GDSN?**
  - There are no EDI transaction sets associated with the GDS initiative.
- **How will shippers be handled with GDSN?**
  - DeCA will create unique subscriptions for the shippers , and if available, the contents.
- **If we lack the technical expertise to load our information into the data pool, is there an alternative and what are the costs?**
  - Your data pool provider should be able to offer that service
- **When does DeCA want us to use serialized shipping container codes, shipping container codes, and universal product codes? For example, are serialized shipping container codes to be used for floor-loaded or unitized shipments while shipping container codes may only be used for unitized shipments in conjunction with a pallet SSCC -18 label? Is the Universal Product Code to only be used at the shipping container code when the carton is the selling unit?**
  - Serialized Shipping Container Codes, i.e UCC/EAN-128, are required on every case of product delivered to DeCA; reference DeCA's Resale Ordering Agreement. If a container is considered a sellable unit, then, the container must also be labeled with either a UPC-A or a UPC-E. Use of the EAN-13 code is typically limited to manufacturers located or conducting the majority of their business outside the United States



# Questions & Answers

- **How frequently does DeCA's system pull GDSN data into their system?**
  - DeCA pulls data into their system every two hours.
  
- **Who is 1WorldSync?**
  - 1WorldSync (1WS) is global taxable subsidiary of GS1 US and GS1 Germany with offices and employees in over 11 countries worldwide. 1WS is an industry leader in [Data Synchronization](#) and [Product Data Management](#). Data Synchronization enables you and your trading partners to share standard product and location information in the Global Data Synchronization Network (GDSN). Over 80% of global GTIN's are registered through the 1WorldSync Data Pool.
  
- **What is the cost for using 1WorldSync?**
  - 1WorldSync provides our customers with a sliding scale cost model that is based on the gross revenues of your organization. You can see a sample of our price model here, <http://pdm.1sync.org/1sync-fees>.
  
- **How can a small business with limited resources utilize GDSN?**
  - There are a number of options for getting your data loaded into the GDSN including; Excel upload, manual entry and outsourced services. 1WorldSync works with over 6,000 organizations of varying size and have a number of options to help you engage in GDSN.



Thank you.

