

# GLOBAL DATA SYNCHRONIZATION NETWORK

## GETTING STARTED

- Suppliers must sign up with a GDSN-certified data pool provider in order to trade data electronically. H-E-B has partnered with 1WorldSync. 1WorldSync enables H-E-B to electronically receive standardized product information from suppliers of all sizes. H-E-B Suppliers can contact 1WorldSync at 1.866.280.4013 or visit [1worldsync.com](http://1worldsync.com)
- Review the H-E-B GDS Implementation Guide on the 1WorldSync website ([www.1worldsync.com/H-E-B](http://www.1worldsync.com/H-E-B)) and submit the Trading Partner Form. Consult the 1WorldSync website for additional guidance on attribute requirements and image specifications as you prepare to publish.

## STEPS TO SYNC WITH H-E-B

- 1 Review the H-E-B Implementation Guide at [www.1worldsync.com/H-E-B](http://www.1worldsync.com/H-E-B)
- 2 Complete the H-E-B Trading Partner Form at [www.1worldsync.com/H-E-B](http://www.1worldsync.com/H-E-B) to generate your organization's internal profile in H-E-B's systems
- 3 Publish all items sold in North America (Canada, United States and Mexico)
  - Subscription exists at Target Market = US, MX and CA level
  - Publish to H-E-B GLN: 0041220000005
- 4 Manage Confirmation (CIC) Responses from H-E-B
  - If you receive a REVIEW or REJECT status, refer to the details contained within the message to determine the cause of error and next step/resolution. Action is required on your part with a REVIEW CIC.

## 1WORLD SYNC

1WorldSync manages the world's product data so that companies can share trusted product information with each other and with consumers, driving business and convenience for everyone. As the industry leader in global product data management and data pool solutions certified for the Global Data Synchronization Network™ (GDSN®), 1WorldSync can meet the needs of any trading partner in any industry. 1WorldSync supports GS1 Standards, the global standards for identifying, capturing, and sharing product information. Visit us online at [www.1worldsync.com](http://www.1worldsync.com)

For more information regarding H-E-B's GDSN initiative, please visit [www.1worldsync.com/H-E-B](http://www.1worldsync.com/H-E-B) or contact us at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or by phone at +1 866.280.4013

### H-E-B's Global Location Number (GLN):

0041220000005

### H-E-B's Data Pool:

1WorldSync

### H-E-B's Global Sync Contact:

[gdsndatasync@HEB.com](mailto:gdsndatasync@HEB.com)



CONNECTING TRUSTED  
PRODUCT DATA EVERYWHERE

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## H-E-B GLOBAL DATA SYNCHRONIZATION

Guide to Item Synchronization  
Utilizing the Global Data  
Synchronization Network (GDSN)



CONNECTING TRUSTED  
PRODUCT DATA EVERYWHERE

# GUIDE TO ITEM SYNCHRONIZATION UTILIZING THE GDSN

H-E-B has selected 1WorldSync as our GS1® GDSN®-certified data pool of choice.

Accurate synchronized data reduces inefficiencies in the supply chain and allows you to increase the efficiency of your business. We all reap the rewards.

## WHAT IS DATA SYNCHRONIZATION?

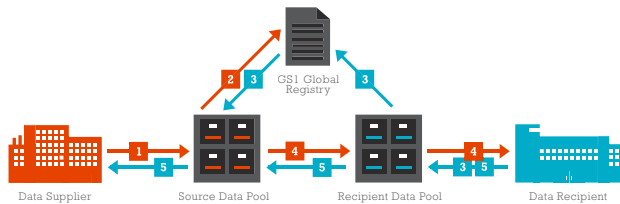
- Global data synchronization enables suppliers to publish their item data through a GDSN-certified data pool to a central global location, the GS1 Global Registry®.
- A retailer's Data Pool receives the data, which automatically feeds into the retailer's internal systems for item creation or maintenance.

### Data synchronization through the GDSN:

- Allows real-time maintenance for specific fields
- Provides accurate, standards based, synchronized data that reduces inefficiencies in the supply chain
- Ensures dimensions are correct and stored at each, case, warehouse pack and pallet levels.

## HOW THE GDSN WORKS

The GDSN allows trading partners to synchronize standard product and location information with each other in five steps:



**1** LOAD DATA

**4** PUBLISH DATA

**2** REGISTER DATA

**5** CONFIRM & INFORM

**3** REQUEST SUBSCRIPTION

# BENEFITS OF DATA SYNCHRONIZATION

As part of H-E-B's continuing focus to improve supply chain efficiencies, H-E-B has subscribed to the GDSN. Data synchronization provides tangible benefits for retailers and suppliers:

### FOR RETAILERS:

- Improves processes at all points of the supply chain
- Drives efficiencies in internal logistics
- Reduces costs within the supply chain

### FOR SUPPLIERS:

- Increases speed-to-shelf for new items
- Increases efficiencies within the Supply Chain process

### FOR BOTH:

- Enables real time updates for item maintenance
- Eliminates hand keying for creation and maintenance of items
- Facilitates the accuracy of product data
- Enables an electronic review and approval processes
- Reduces out-of-stocks
- Reduces shelf-tag and checkout errors in stores
- Encourages standardization of product data
- Builds the foundation for electronic collaborative commerce



### QUESTIONS?

#### STEP 1:

Visit [www.1worldsync.com/H-E-B](http://www.1worldsync.com/H-E-B) and review all available documentation:

- Steps to Synchronize with H-E-B
- Implementation Guide
- H-E-B Attribute List
- Product Image Specifications

If you need additional help ...

#### STEP 2:

Contact 1WorldSync Customer Support at + 1 866.280.4013, Option 2 or email [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com)