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Introduction

This document is a compilation of questions received, and their associated answers, relative to the KeyImpact data synchronization. It pertains to manufacturers that want to synchronize data with KeyImpact.

General Data Synchronization Questions

- Q: What is Data Synchronization?

A: Data synchronization is the electronic transfer of standardized product and location information between trading partners and the continuous synchronization of that data over time. When this data is exchanged via a central global repository - GS1 Global Registry®, it is referred to as Global Data Synchronization.

Product information includes:

- Item attributes controlled by the supplier, e.g., Global Trade Item Number (GTIN), Size, Weight, Height, Brand, UPC code

NOTE: There are over 3,000 attributes available in GDSN

Location information includes:

- Global Location Number (GLN) – Locations involved in trade such as company headquarters, billing departments, and ship-to addresses

- Q: What is the Global Data Synchronization Network (GDSN)?

A: The GDSN is an automated, standards-based global environment that enables secure and continuous data synchronization. This allows all trading partners to have consistent item data in their systems at the same time, ensuring that all parties in the supply chain are working with the same data. The GDSN helps to save time and money for all organizations by eliminating steps to correct inaccurate data.

A: The GDSN enables the Global Standards One (GS1) Global Registry and a network of interoperable, certified data pools that enable data synchronization per GS1 System standards.

- Q: What are the benefits of synchronizing data through the GDSN?

A: There are several benefits, including:

- Allows real-time item maintenance for specific fields



- Provides accurate, standards based, synchronized data that reduces inefficiencies in the supply chain
- Ensures dimensions are correct and stored at the each, case, warehouse pack, and pallet levels

- Q: What is a data pool? What is a GDSN-certified data pool?

A: 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.

A: 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. For questions how to choose the right data pool for your organization, please refer to GS1 US website <http://www.gs1.org/productssolutions/gdsn/>.

- Q: Where can I find a list of GDSN-certified data pools?

A: The GS1 website has a list of GDSN-certified data pools with contact information. You can find the list here <http://www.gs1.org/gdsn/certified-data-pools>

- Q: What is a company prefix?

A: A company prefix is a globally unique number assigned to companies by GS1 Member Organizations (GS1 US in the United States) to create the identification numbers of the GS1 System. It is comprised of a GS1 Prefix and a Company Number.

- Q: What is a GLN?

A: GLN is an acronym for “Global Location Number” and refers to the globally unique GS1 System identification number for legal entities, functional entities, and physical locations. A GLN is comprised of 13 digits that together represent a GS1 Company Prefix, Location Reference, and ‘check digit’. Supply side trading partner locations generally include corporate headquarters, regional offices, warehouses, plants, and distribution centers. Demand side trading partner locations generally include corporate headquarters, divisional offices, stores, and distribution centers.

Note: The KeyImpact GLN is **0867688000308**.



- Q: What a GTIN?

A: GTIN is an acronym for “Global Trade Item Number” and refers to the globally unique GS1 System identification number for products and services. A GTIN may be 8, 12, 13, or 14 digits in length, represented as GTIN-8, GTIN-12, GTIN-13, and GTIN-14, respectively.

- Q: Is data synchronization an Information Technology (IT) function? Does it require IT resources?

A: 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.

- Q: Is data synchronization just another term for EDI?

A: 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.

- Q: Does my sales team need to be involved with data synchronization?

A: Yes, the sales team play an important role in the success of this process. For example, for new items to be submitted to KeyImpact, the sales person would communicate with their data synchronization contact at their head office to submit the new item information to KeyImpact.

- Q: What is the Global Product Classification (GPC) code? A: A GPC code is an 8-digit number that represents a classification of products. It is a ‘flat’ classification system based on attributes and values. Global Product Classification is a required element of the global data based on attributes, and values and is a required element of the GDSN.

Note: If you need a list of GPC codes contact your data pool (e.g. 1WorldSync). To request a GPC code to be added to the GDSN standards, work with your data pool to submit a change request.



KeyImpact Data Synchronization Initiative

General KeyImpact Questions

- Q: Why is KeyImpact implementing data synchronization?

A: KeyImpact believes that by improving data quality through the use of GDSN standards, specifically with accurate nutritional, allergen and ingredient information, it will improve operational efficiency with the ability to provide accurate concise information on demand, improving on the resources our sales team and customer service representatives can offer to the distributor as well as the operator.

- Q: Are all of KeyImpact suppliers required to implement data synchronization via the GDSN?

A: KeyImpact is requiring its supplier partners to make good faith effort towards implementing GS1 standards for new item setup using GDSN data requirements.

- Q: Do Private Label suppliers need to engage in data synchronization?

A: Yes. KeyImpact would request to have the full catalog published including private label items.

- Q: Do third party suppliers need to engage in data synchronization?

A: Yes. Third party suppliers are requested to work with the Information Provider to establish a process for sending the data to KeyImpact via data synchronization.

Data Pools and Solution Partners

- Q: What is a GDSN-certified data pool?

A: See Section General data Synchronization of this document for answers to general Data Synchronization questions.

- Q: What/who is 1WorldSync?

A: 1WorldSync is a GDSN-certified data pool and works closely with KeyImpact in implementing its data synchronization initiative. A subsidiary of GS1 US, 1WorldSync supports and works with over 16,000 companies (of all sizes). KeyImpact uses the GS1 US/ 1WorldSync Data Pool Solution for its GDSN services. To learn more about 1WorldSync and its services, visit www.1worldsync.com or call +1 866.280.4013, Option 1.



- Q: Do I have to sign up with 1WorldSync?

A: You need to select a GDSN-certified data pool to get started and 1WorldSync is a GDSN-certified data pool. If you are not currently a member of a certified data pool, we do highly recommend 1WorldSync. You can get started right away by contacting them at +1 866.280.4013, Option 1.

- Q: How much does implementing data synchronization cost?

A: 1WorldSync operates on a cost-recovery model and fees are calculated based on your company's total annual sales. Visit <http://www.1worldsync.com/subscribe-to-1worldsync/> for more details.

- Q: What is a 1WorldSync Solution Partner?

A: A Solution Partner is a company that enables supply chain functions through the provision of products and services. A 1WorldSync Certified Solution Partner refers to a company that has been certified by 1WorldSync to connect to the 1WorldSync Data Pool. 1WorldSync customers have the option to choose a certified Solution Partner to assist in managing their data synchronization initiative. For a full list of 1WorldSync Certified Solution Partners, visit <http://www.1worldsync.com/partner-community/solution-partners/> and search for a Solution Partner that meets your needs.

- Q: Do I have to use a 1WorldSync Solution Partner?

A: 1WorldSync provides customers with multiple implementation options to successfully synchronize data with KeyImpact. 1WorldSync offers implementation tools for customers and has partnered with some of the largest and most well-known companies in the world, including many that suppliers may already be working with today. A supplier can implement with the solution partner that best fits their needs and requirements.

- Q: If I have questions and need help to use the 1WorldSync Item Management Application – who should I contact?

A: For questions associated with GDSN or KeyImpact's data synchronization initiative please contact 1WorldSync Technical Support at technicalsupport@1worldsync.com or +1 866.280.4013, or you can contact Lori Anderson at KeyImpact – landerson@kisaales.com or +1 800.524.1188 Ext 1160



Publishing to KeyImpact

- Q: My KeyImpact representative has requested that we participate in data synchronization with them. Where do I start?

A: The steps to get started are to visit <http://www.1worldsync.com/KeyImpact> and:

1. Complete the KeyImpact Trading Partner Form.
2. Review the KeyImpact Data Synchronization Implementation Guide, which will walk you through the implementation process.

- Q: How does KeyImpact Subscribe?

A: KeyImpact subscribes at the supply-side GLN.

- Q: Is data synchronization only for existing items that KeyImpact carries, or should I publish new items also?

A: KeyImpact is requesting that you publish all active items in the KeyImpact data catalogue as well as all the items in your catalogue including new items.

- Q: How long does it take to receive the item list once I have submitted my supply-side GDSN Information Form?

A: You should receive the item list within 24 to 48 hours of submitting your information form.

- Q: I have successfully published my items and they do not show up as synchronized with KeyImpact. What are my next steps?

A: You should receive Catalogue Item Confirmations (CIC) “receiving” your data within a few hours of your publications. CICs indicating “synchronization” will be issued once your entire product line is reviewed and moved to “production synchronization” status within KeyImpact’s internal systems.

- Q: Is KeyImpact checking the Initial Load or New Publication Types for incoming Catalogue Item Notification (CIN) publications?

A: Suppliers can use either Publication Type of “New Load” or “Initial Load” when submitting items to KeyImpact.



- Q: When can I expect to see the Catalog Item Confirmation (CIC Authorization)?

A: You should receive the initial CIC within hours of KeyImpact receiving your Catalogue Item Notification (CIN). You may receive additional CICs as KeyImpact processes the item data.

- Q: What are the possible responses (states) of a CIC (Authorization) that I can expect to see in my data pool provider's solution?

A: KeyImpact uses the following CIC states:

RECEIVED

Item has been received and passed initial validations.

REVIEW

Supplier needs to review data provided. The Confirmation message will include the error code and message from KeyImpact explain the issue with the item data provided.

SYNCHRONIZE

Item data has passed all validations and has been loaded into the KeyImpact's internal systems.

REJECT

KeyImpact will not be using this CIC Message Status.