



SUPPLIER WEBINAR

Topco Associates

GDSN Data Syndication Webinar



April 2024

TEAM INTRODUCTIONS



Sricharan 'Sri' Devineni
Topco – Director, Enterprise Data Governance



Nathan Baker
1WorldSync – Program Manager, Community Enablement



Melissa Hluchy
Topco - Master Data Operations Manager



Neal O'Bryan
1WorldSync – Pre-Sales Engineer



Raychel Parker-Dahl
Topco – Data Management Lead



Anthony Brusica
Topco – Data Governance Analyst

About **Topco**®

- Topco Associates has 47 member-owners that collectively represent nearly \$200 billion in retail sales and thousands of stores.
- Nationwide Presence
- Customer (Member) experience and satisfaction is of premium importance
- Topco is always seeking new and innovative avenues to streamline efficiencies:
 - Improve accuracy of product content
 - Expand our item coverage



TOPCO Members Represent

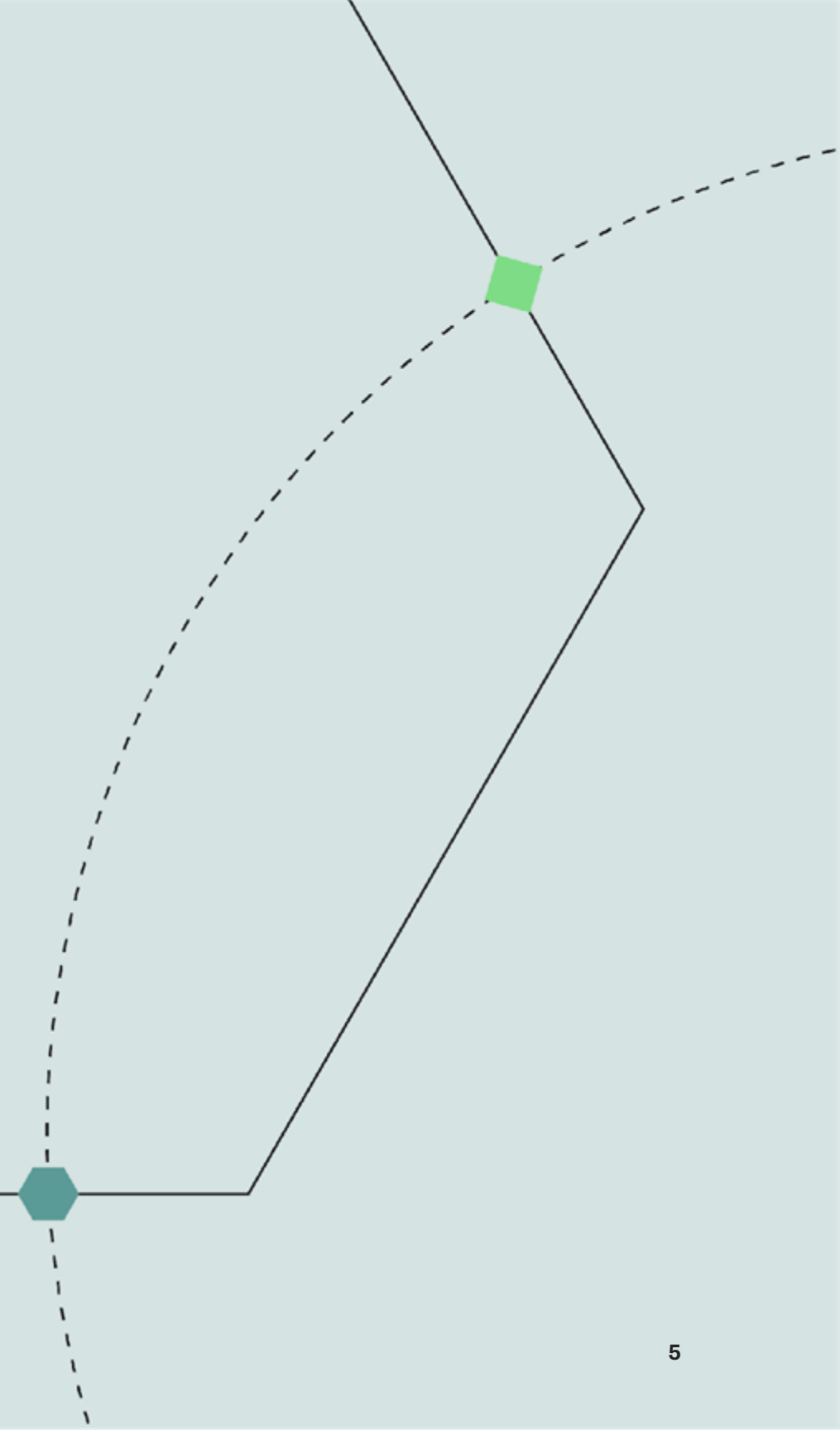


Topco GDSN Data Syndication

- Receiving current, complete and accurate product information from our suppliers enables Topco to drive increased competitive advantages for both our suppliers and members
- This addresses the unique supply chain challenges associated with providing accurate, up-to-date product information
- Real time data maintenance over dependency on email communications



Topco GDSN Data Syndication



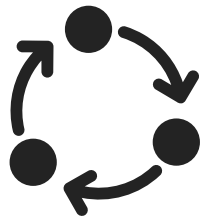
Data Sync Initiative Overview



Why is Topco asking for content via GDSN?

- Primary Objective – Current, Clean, Complete, and Correct product information

Why Is GDSN content important to Topco?



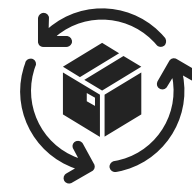
**Streamline
Item Setup
Process**



**Streamline
Item
changes**



**Data
Accuracy**



**Improve
product
syndication**



Adherence to industry standards

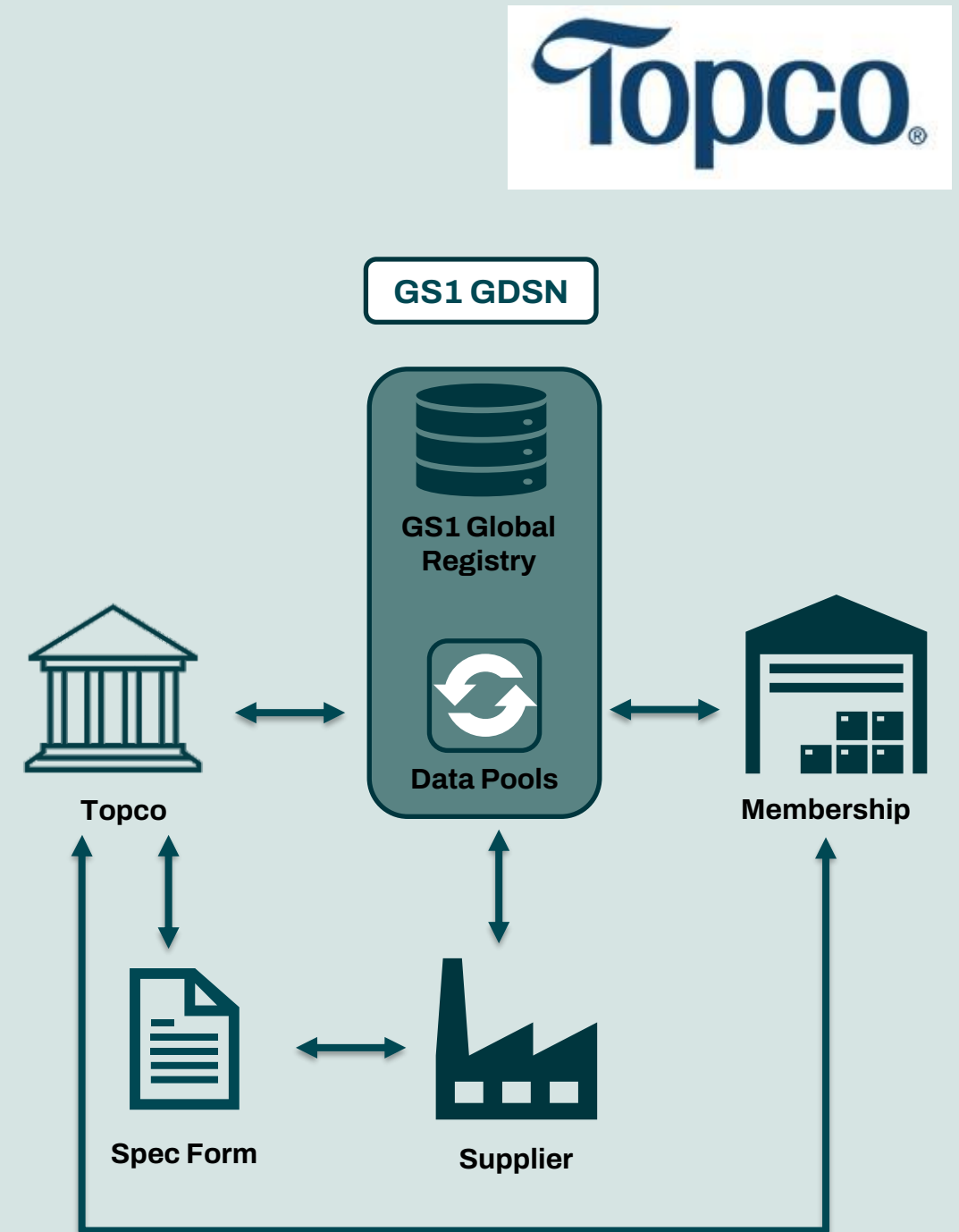
- GTIN Allocation and Changes
- GTIN Hierarchy - Parent /Child relationship
- Measurements – L x W x H always measured in the same way
- Cube (Volume) = Calculated Amount
- Net Content
- TI/HI Pallet Quantity
- Shelf Life
- Display Products

Note – While Topco is on 1Worldsync, we can accept a publication from any GDSN Data Pool Provider

Data Sync Process Overview

Supplier provides their data early in the creation process and final publication to Topco

1. Filling out supplier spec form that was sent by Topco via e-mail.
2. Syndicating data through the GDSN network helps Topco achieve better data accuracy and consistency across the supply chain.
 - The published data should be the final state of the product.
 - Any changes after the initial publication must be sent out as synchronized product Modification.

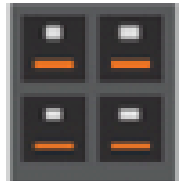


Data Sync Process Overview

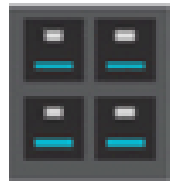
Step 1 : Suppliers Publish Data to Topco



Supplier



Supplier Data Pool



1WorldSync Data Pool



Topco

Data Record received by Topco is tied to the Suppliers GLN

Step 3: Topco Publishes to Members



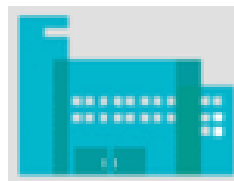
Topco



1WorldSync Data Pool



Member Data Pool



Member

Data record enriched by Topco and published to the Member is tied to Topco's GLN

Step 2: Topco Receive, Enrich and Publish Data

Received

- Data is extracted from 1WorldSync
- Topco Business rules are run against data received
- Comparison report between publication and Topco ERP system
- Enterprise Data Governance will complete any identified updates

Enriched

- Topco enriches data with additional attributes (Nutritional, NBE, Digital Assets, Marketing Claims)

Publish

- Data is loaded into 1WorldSync Item Management under Topco GLN, making Topco the Information Provider
- Validation rules run in 1WorldSync

Overview of Topco Attribute Requirements/Playlist



Mandatory

- Information Provider GLN
- Information Provider Name
- Brand
- Item ID
- Product Type
- Brand Owner Name
- Brand Owner GLN
- Short Description / POS Desc. 1
- Product Description
- Base Unit Indicator
- Ordering Unit Indicator
- Consumer Unit Indicator
- Dispatch Unit Indicator
- Target Market
- Functional Name
- Global Classification
- Gross Weight
- Quantity of Next Level Item(s)
- Variable Weight Trade Item
- Net Weight
- Height
- Width
- Depth
- Effective Date
- Product Marked Recyclable
- Topco Packaging Type Code
- Data Carrier Type Code
- Start Availability Date
- Is Trade Item A Display Unit?

Conditional

- Alternate Item Identification Agency
- Alternate Item Identification ID
- **Country Of Origin**
- GS1 Trade Item ID Key Code
- GS1 Trade Item ID Key Value
- **Volume**
- **Number of Complete Layers Contained in Item/GTIN Pallet Hi**
- **Number of Items in a Complete Layer/GTIN Pallet Ti**
- **Topco Packaging Type Code**
- **Min Order Quantity**
- **Is Trade item Seasonal?**
- **Number of Trade Items Per Pallet Layer/Non GTIN Pallet Ti**
- **Number of Complete Layers Contained in Item/Non GTIN Pallet Hi**
- **Number of Items/Pallet**
- Logistical Unit Depth
- Logistical Unit Gross Weight
- Logistical Unit Height
- Logistical Unit Width
- **Min Product Lifespan from Arrival (Days)**
- **Min Product Lifespan from Production (Days)**
- Net Content
- **Minimum Temperature**
- **Maximum Temperature**
- Temperature Qualifier Code
- Canceled Date
- Discontinued Date
- **Display Type Code**
- **Dimension Depth**
- **Dimension Width**
- **Dimension Height**
- **Display Dimension Type Code**
- **Child Item**
- **Link Quantity**

Overview of Attribute Requirements/Playlist (Topco Specific Fields)



Topco Required Attributes	Mandatory/ Recommended/ Conditional	1WS GUI Attribute Name	1WS GUI Help Text
Retail Container Type	Required	Topco Packaging Type Code	Topco specific value to denote the type of package used as a container of the trade item.
National Brand Equivalent Name	Optional	Topco National Brand Equivalent Name	Topco specific attribute to denote the brand name of an equivalent national product for this Topco private label product.
National Brand Equivalent Description	Optional	Topco National Brand Equivalent Description	Topco specific attribute to denote an understandable and useable description of a trade item using brand name.
National Brand Equivalent Name	Optional	Topco National Brand Equivalent GTIN-12	Topco specific attribute to denote the GTIN-12 (UPC) of an equivalent national product for this Topco private label product.
National Brand Equivalent Size	Optional	Topco National Brand Equivalent Net Content	Topco specific attribute to denote the net content of an equivalent national product for this Topco private label product.
National Brand Equivalent Size UOM	Optional	Topco National Brand Equivalent Net Content	Topco specific attribute to denote the net content of an equivalent national product for this Topco private label product.

Topco Attribute Requirements/Playlist Changes



Highlights

Attributes Added

- Is Trade item a Display Unit?
- Display Type Code
- Dimension Depth
- Dimension Width
- Dimension Height
- Is Trade Item Seasonal?
- Season

Attributes Relaxed

- Additional Description
- Invoice Unit Indicator
- Packaging Marked Returnable
- Product Marked Recyclable

Attributes Rules Updated

- Country of Origin Description
- Min Order Quantity
- Min Lifespan from Arrival
- Min Product Lifespan from Production
- Temperature Min
- Temperature Max

Topco Item Management Playlist



Display Products

GDSN Related Attributes

- Product Type Code: Display
 - A display or shipper is a special case item that includes both consumer units and packaging materials to be assembled and used to display the product for sale.
- Display Dimension Type Code
 - Assembled Dimensions Floor stand displays
 - Display – Assembled Depth
 - Display – Assembled Width
 - Display – Assembled Height



Global ⓘ

Product Type x ▾

Global Product Category Code

Display Dimensions Recipient

Additional Dimension Type Code x ▾

Additional Dimension Depth Inches x ▾ ⓘ

Additional Dimension Height Inches x ▾ ⓘ

Additional Dimension Width Inches x ▾ ⓘ

Topco Item Management Playlist: Displays



RETAIL READY PACKAGING(RRP): Packaging delivered to a retailer in a self-contained unit, immediately ready to display without the need for unpacking or assembling

Two main types of RRP

1. Shelf Ready Packaging
2. Display Ready Packaging

SHELF READY PACKAGING(SRP): Secondary packaging where the product is delivered in a ready-to-sell merchandised unit that can be placed directly on a shelf

[Shelf Ready Tray/Case] SRP

open stock item that comes in either a displayable shipping case, or an inner tray that is pre-packed to place on shelf



Topco Item Management Playlist: Displays



DISPLAY READY PACKAGING(DRP): Secondary packaging where the product is delivered in ready-to-sell merchandising format

[Floor Stand Display with Header Card] DRP-FD
merchandising vehicle where product is included in one shipping case that is ready to place on store floor (a.k.a. "shipper")



[Powerwing/Sidekick] DRP-PS
hanging display designed to attach to a wire rack or end cap; can also be a floorstand if a base is added



[Counter Display Unit] DRP-CDU
display used for merchandising on counter tops.



[Full Pallet Display] DRP-FPD
displayable product on a 48"x 40" pallet



[Quarter Pallet Display] DRP-QPD
pre-packed display on a quarter pallet, typical size is 20" x 24", designed to ship four on a master pallet (48"x 40")



[Clip Strip] DRP-CS
typically a plastic die-cut strip used to display product in a vertical format, this unit fastens to a shelf or wall



[End Cap Display] DRP-EDCP
merchandising display on a shelving unit at the end of an aisle



[Side Rack Display] DRP-SDRK
free standing display unit



[Pretty Darn Quick] DRP-PDQ
prepacked display tray that is placed directly on shelf for immediate shopability



[Half Pallet Display] DRP-HPD
displayable product on a half pallet, typical footprint sizes are 20"x48" or 24"x 40"



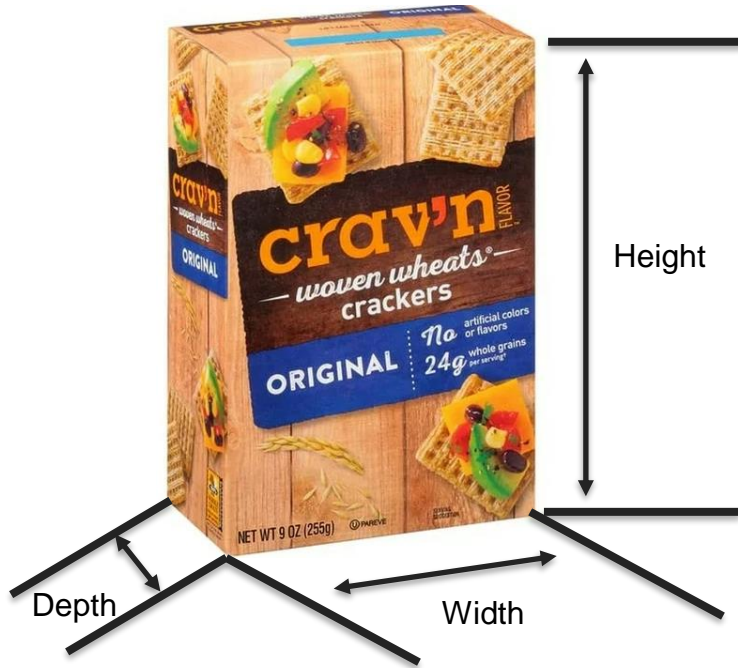
[Dump Bin] DRP-DB
display used to merchandise small or loose inventory anywhere in store



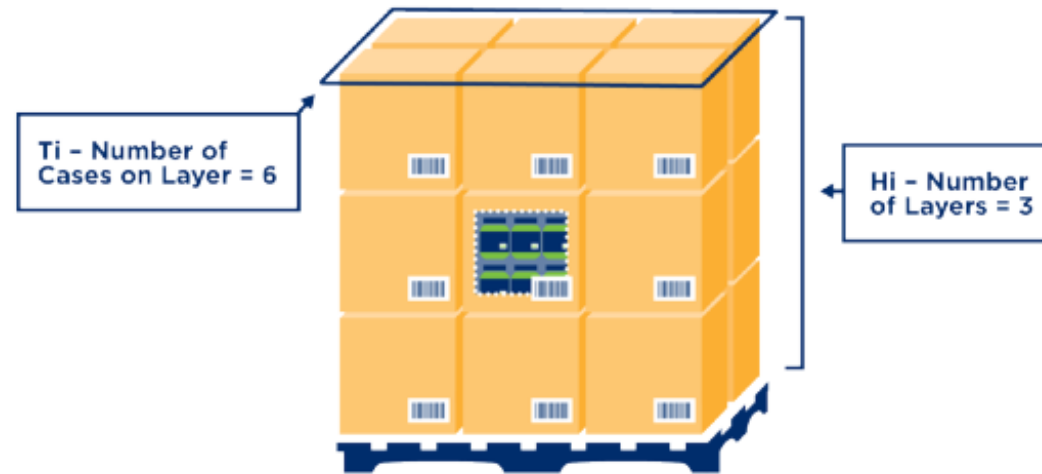
Common Challenges



Accurate Dimensions



Pallet Quantity – Ti/Hi



Gross Weight – Trade & Retail unit



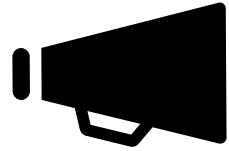
Multi Level Hierarchies



Hierarchy

Total Consumer units

- Count of Trays within the Display
- Count of Consumer Units within the Tray



WHAT'S NEXT?



Topco will begin providing CIC(Catalogue Item Confirmation) messages – Q4 2024

Possible CIC responses include the following:

REVIEW: GTIN requires correction

RECEIVED: GTIN has passed initial validations and is pending final synchronization

SYNCHRONIZED: GTIN has passed final review, is aligned and integrated

REJECT: GTIN no longer needed

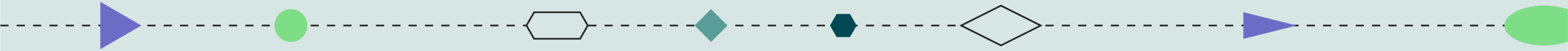
After publishing, check for acceptance status by reviewing your CIC responses



Quarterly Webinars will be scheduled to continue to provide support and enhance the data syndication experience



Quarterly audits on product content



Item Management (IM) & Solutions Demonstration



Neal O'Bryan

1WorldSync – Pre-Sales Engineer

Next Steps for Suppliers

Publish product content to Topco via the GDSN



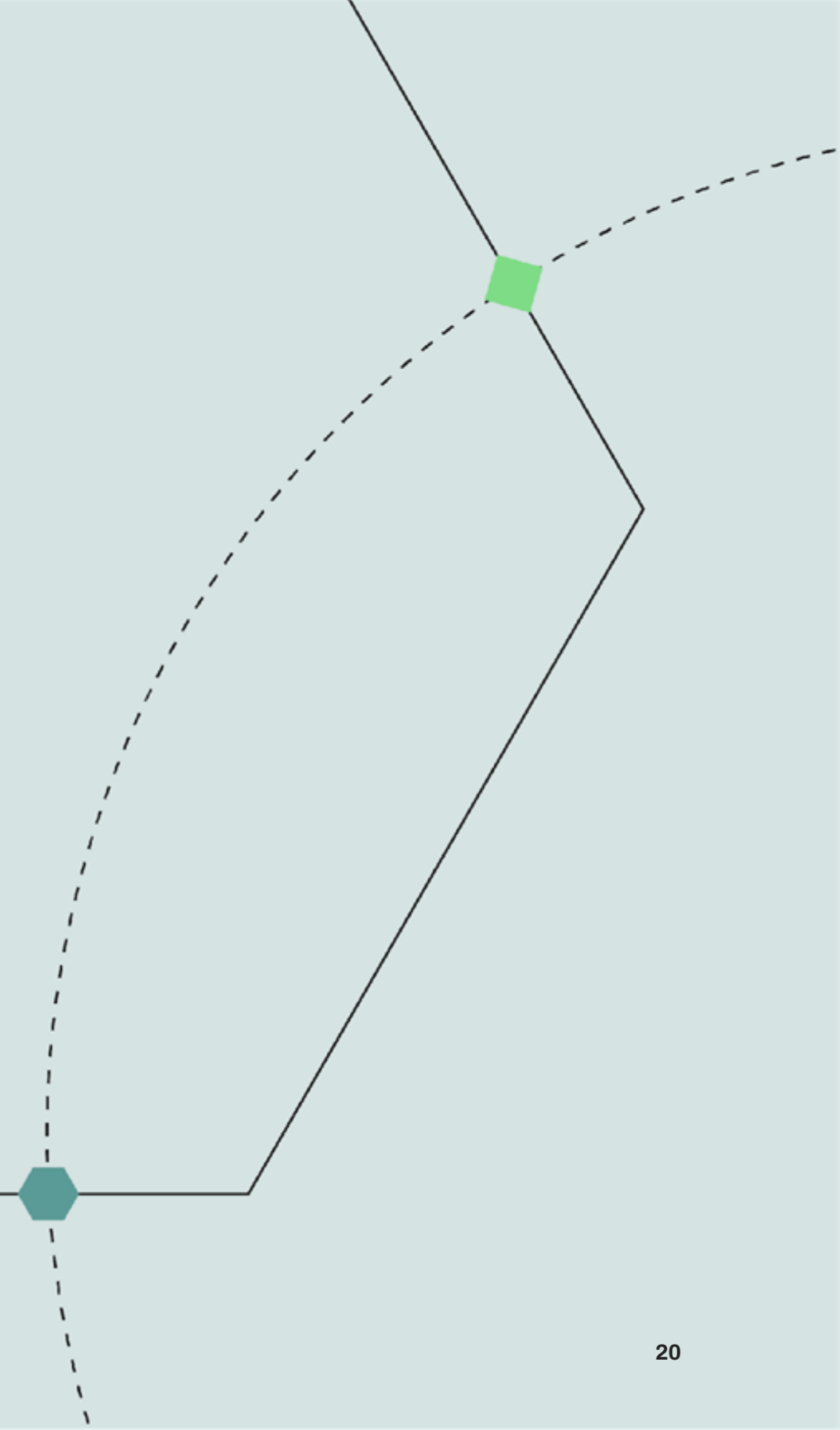
How Do We Participate?

1. Fill out the Topco Trading Partner Form at: <https://1worldsync.com/trading-partners/topco/>
2. Review the [Topco Data Sync Initiative Quick Start Guide](#)
3. Review [Topco Implement Guide](#)
4. Review [Topco Attributes Requirements](#)
5. Send all publications to the **Topco GLN: 0036800000001**

If you are not currently participating in the GDSN and need to get started, contact your preferred GDSN data pool provider for assistance or reach out to 1WorldSync at:

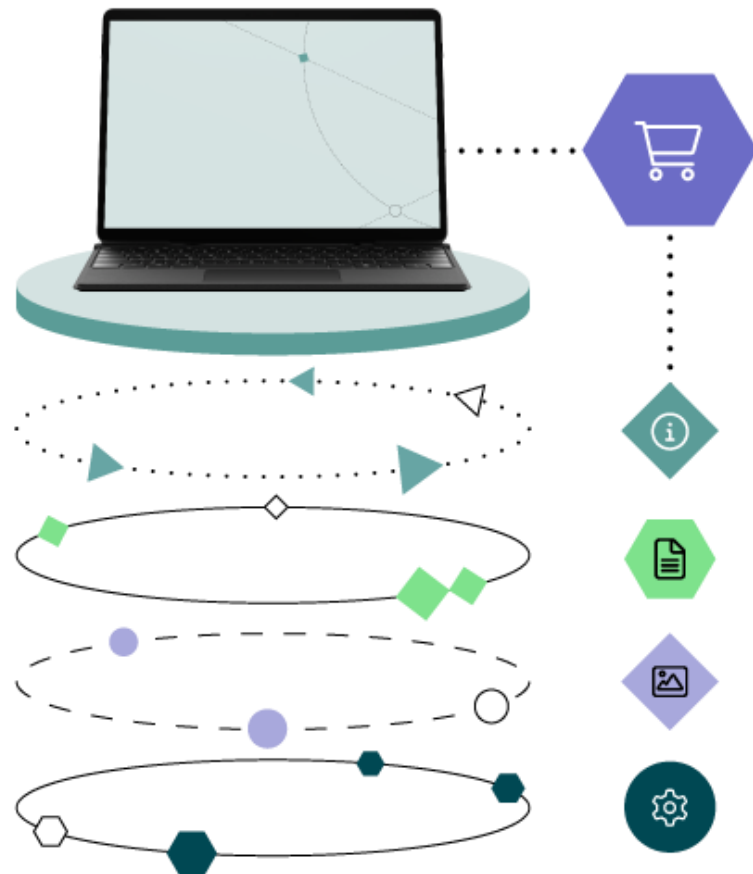
- businessdevelopment@1worldsync.com
- call +1 866.280.4013

Resources



Data Loading & Maintenance

1WorldSync's team of data experts save you time and money as they quickly format, load, and publish your product content and data.



1

Unlimited Attribution

We'll upload and publish all your Supply Chain and E-Commerce product information.

2

Image Loading

Send us your images and we'll format them according to the corresponding product.

3

Full Hierarchy Support

Enjoy complete formatting for your products' each, case, and pallet information.

4

Ongoing Maintenance

Product content is consistently evolving due to consumer trends and behaviors. Our team has you covered for any updates needed.

Contact Resources

Topco Team

masterdata@topco.com

1WorldSync

+1 866-280-4013 Within the U.S. (Follow the prompts)

technicalsupport@1worldsync.com (Technical Support)

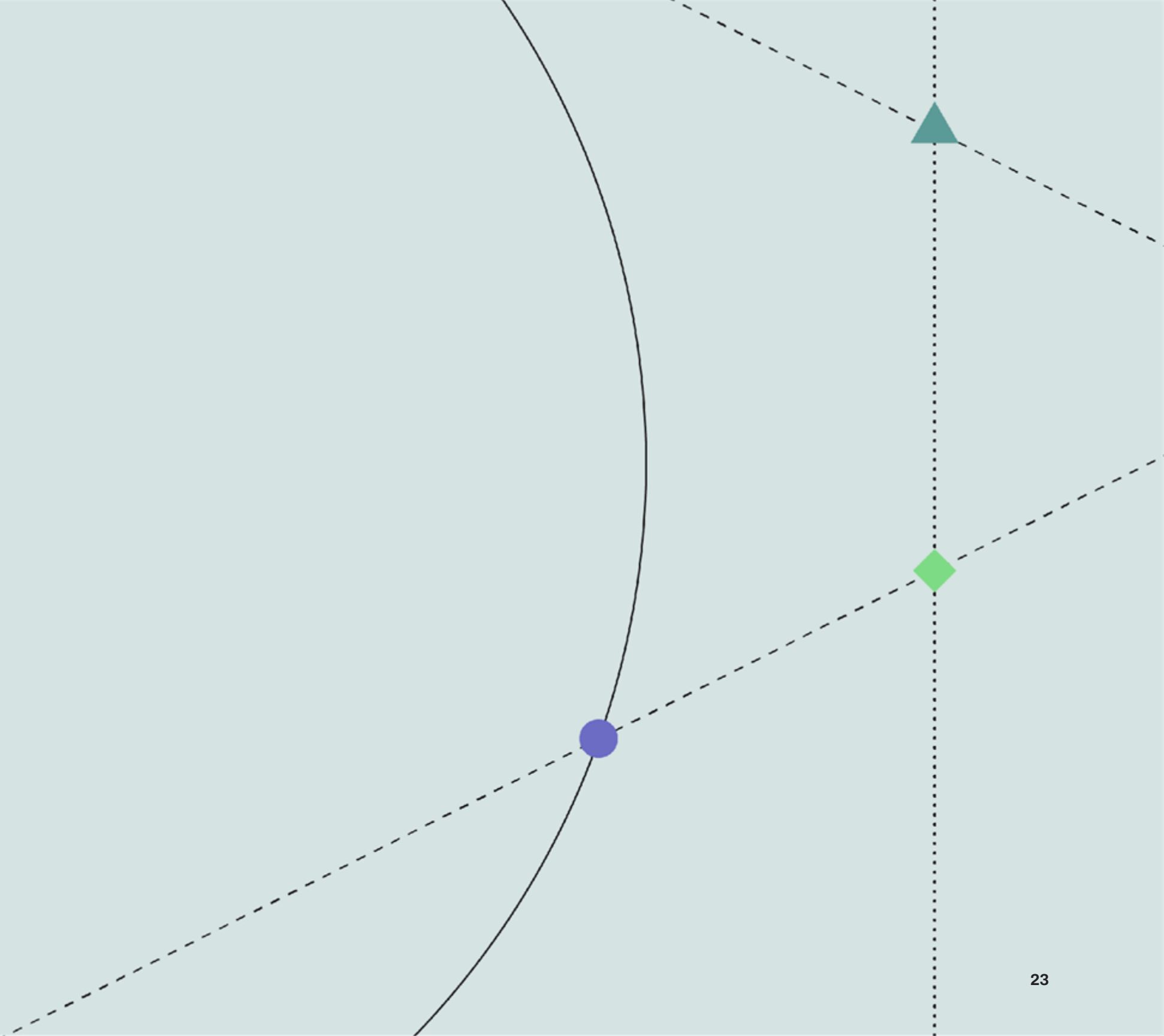
businessdevelopment@1worldsync.com (General Inquiries)

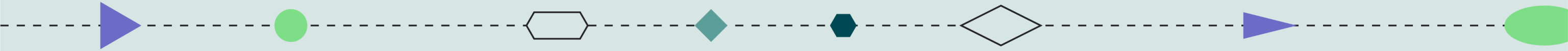
Topco Trading Partner Data Sync Resource Page

<https://1worldsync.com/trading-partners/topco/>



Q&A





Thank You