Disney Experiences

REVISION HISTORY

Date	Ver #	Description of Change	Author
07-9-2024	1	Initial document	L. Gonzalez

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1 DISNEY DATA SYNCHRONIZATION INFORMATION

1.1 Disney GDSN Program Overview

Disney has streamlined the product information process by implementing the Global Data Synchronization Network (GDSN). The product information received through the GDSN process will be ingested and utilized within Disney's internal systems for supply chain planning, nutritional and ingredient information, marketing, promotional initiatives, and more.

Suppliers must utilize the GDSN method to send item information for all items sold to Disney either directly or through a distributor.

Review this document carefully to learn how to send item data to Disney using GDSN.

With GDSN, high-quality product content is uploaded, maintained, and shared automatically, ensuring trading partners have immediate access to the most current and complete information needed to exchange products on both local and global markets.

Here are some additional resources to learn more about GDSN and its benefits:

- GS1 GDSN Services

- 1WorldSync GDSN Services

1.2 Primary Data Synchronization Contact

Name: Disney Experiences
Email: WDPR.DL-DataSynchronization@disney.com

We encourage you to leverage the 1WorldSync Community Platform to ask questions, learn from your peers, and access other training and reference materials to assist your data synchronization with Disney.

1.3 Disney Parks Technology Services Co., LLC GLN - Publish To

Production: 1200144008842

2 STEPS TO BEGIN SYNCING YOUR DATA WITH DISNEY

2.1 Join a GDSN-certified Data Pool

To send product information via the GDSN to Disney, you will need to join a GDSN-certified data pool such as 1WorldSync. Subscription fees apply.

GDSN-certified data pool companies provide a secure and electronic platform to information providers such as suppliers, manufacturers, distributors, etc., to set up product information and share it with all participating trading partners including Disney at one time.

Contact 1WorldSync at **866.280.4013** or send an email to businessdevelopment@1worldsync.com to learn more about their GDSN services.

Once you have joined a GDSN data pool, you must follow the below steps to start sending product information to Disney via your data pool.

2.2 Item Data Publication Steps

1. Have your accurate and complete item data loaded into your home data pool and ensure it is ready for publication.

   a. 1WorldSync data pool subscribers must use the **Disney playlist** within the Item Management platform. The playlist will ensure that you are not missing any information required by Disney for successful synchronization.

   b. Other data pool subscribers must work with their respective data pool service provider for support, training, and education on how to load item data.

2. Fill out the **Trading Partner Form** on the Disney Landing Page:

   https://1worldsync.com/trading-partners/disney-experience/

3. Disney will create a subscription based on the Manufacturer's GLN shared in the trading partner form.

4. Disney will send a confirmation email to the supplier's primary data synchronization contact when they are ready for the first publication.

2.3 Publication Steps

1. Disney requests their suppliers to publish item data to Disney GLN **1200144008842**.

   a. Publish items sold to Disney directly or through distributors such as US Foods.

      b.   Publish any other items that you would like Disney to have visibility into.

2. Publish type for any existing items should be "Initial Load" and for all new items "New".

3. **1WorldSync data pool subscribers use the Disney playlist within the Item Management platform**. The playlist will ensure that you are not missing any information required by Disney for successful synchronization.

4. <u>**Non-1WorldSync GDSN subscribers**</u> must work with their respective data pool service provider to ensure that you can send all GDSN attributes as per Disney Attribute requirements.

2.4 Catalog Item Confirmations (CIC's)

Product information shared by suppliers will need to meet Disney's Core, Nutritional, and Image requirements on all items, to help facilitate the New Item Setup process and increase speed to market on new items.

When a publication is missing any key information required by Disney, a REVIEW CIC message will be sent. Information providers are expected to regularly check for any REVIEW CIC messages sent back on their publication and take action to correct them within 24-48 hours.

<u>**Type of CIC Messages:**</u>

Message Type <u>RECEIVED</u>:

- **What does it mean**: Disney will automatically return a CIC message to the supplier of "**RECEIVED**". This means the Items have been received, but Disney has NOT made any GDSN validations. This response will typically be sent once publication for a specific document has been completed.

- **Action needed from information provider:** No action is needed concerning publication to Disney.

Message Type: <u>REVIEW</u>

- **What does it mean:** The item does not pass Disney GDSN validations, or the item has failed the audit process and therefore has data discrepancies to be reviewed and addressed. Disney will provide a reason as to why a specific item hierarchy is in this state for the applicable attribution.

- **Action needed from the information provider:** Review the reason shared by Disney in their CIC message. Based on that modify and correct the item data and save. This will trigger an update to Disney with revised data.

Message Type: <u>SYNCHRONIZED</u>

- **What does it mean:** The item has been fully accepted and loaded into Disney's internal system and will be updated as modifications and corrections occur. This response will be sent after all validations and audits have been completed.

- **Action needed from the information provider**: Continue to send regular updates on product information as you changes occur for continuous synchronization.

Message Type: <u>REJECTED</u>

- **What does it mean:** Disney no longer wants to receive publications or updates for this item to their internal back-end system or the item has been discontinued by the manufacturer or delisted by Disney.

- **Action needed from information provider:** No action is needed concerning publication to Disney.

3 ATTRIBUTE REQUIREMENTS

The attribute guide can be found on the Disney landing page:

https://1worldsync.com/trading-partners/disney-experience/

Please review the Disney Experience Attribute Guide for:

I.   Mandatory attributes by GDSN and 1WorldSync to ensure quality and completeness.

II.   1WorldSync data pool subscribers must use the **Disney playlist** within the Item Management platform. The playlist will ensure that you are not missing any information required by Disney for successful synchronization.

4 APPENDIX

FREQUENTLY ASKED QUESTIONS

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

  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.

  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.

- ***What are the benefits of synchronizing data through the GDSN?***

  Data synchronization provides an automated method to synchronize product information, according to global industry standards, by utilizing the same format for all trade items and parties to improve accuracy. Using the GDSN can:

  - <u>Ensure Traceability</u> – enhance product clarity for all parties
  - <u>Improve Visibility</u> – a foundation for traceability, enables faster response to recalls
  - <u>Increase Supply Chain Efficiency</u> – accurate purchase orders, faster product introduction

- ***What is the Disney's GLN?***

  Disney's GLN is **1200144008842**.

- ***Will new items be synchronized?***

  Yes. To onboard an item, a supplier should send a New Publication with all required data attributes for successful item setup.

- ***Will existing items be synchronized?***

  Yes. All items currently sold to Disney for Disney World Resort, Disney Land Resorts, and Aulani Resorts should be synchronized.

- ***Is there a cost associated with subscribing to a GDSN data pool. If yes, then how much is it?***

  Yes. There is an annual fee associated with subscribing to a GDSN data pool. Each data pool service provider has their own fee method/structure. Please work directly with data pools to understand the cost associated with your participation.

- ***Do Disney Suppliers have to use the same data pool provider as Disney?***

  No. Disney has partnered with 1WorldSync for our data pool needs, but suppliers can choose any certified data pool that best fits their needs. Please visit www.gs1.org for a listing of certified data pools.

- ***What data should be provided through GDSN to Disney?***

  All attributes required by GDSN, and Disney are listed in the Disney Attribute Guide available on our GDSN webpage (supported by 1WorldSync) visit the Disney Landing Page by clicking on the link below:

  https://1worldsync.com/trading-partners/disney-experience/

- ***What if Disney Suppliers are using Nutritics to create and maintain ingredients, nutrition, and allergy product information? Will they need to do both?***

  No, GDSN Item Management Solution will replace this solution. Once all your items and their respective ingredient, nutrition, and allergy information have been Synchronized with Disney via 1WorldSync, you can terminate your use of Nutritics immediately thereafter, as 1WorldSync will now act as Disney's central repository for this data.

- ***If I have questions and need help, who should I contact?***

  Here are some resources you can use for help:

  To learn about the GDSN data pool or join a data pool, contact 1WorldSync at businessdevelopment@1worldsync.com or 866.280.4013. 1WorldSync current

  subscribers needing support with synchronizing product information via Item Management can contact technicalsupport@1worldsync.com or 866.280.4013.