



Alertrak Name

Data Synchronization Implementation Guide

Version #1



Data Synchronization Implementation Guide

REVISION HISTORY

Date	Ver #	Description of Change	Author
11/11/2019	1	Initial document	C. Macias



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1 ALERTRAK DATA SYNCHRONIZATION INFORMATION

1.1 Primary Data Synchronization Contact

Name: Phung Le

Phone: 786-361-8156

Email: support@alertrak.com

1.2 Alertrak GLN - Publish To

Production: 0860002778204



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2 ABOUT ALERTRAK'S DATA SYNCRHONIZATION INITIATIVE

We provide consumers simple and real-time information alerts regarding ingredients in food products matching your allergy or criteria, providing access to alternative products meeting those nutritional/medical requirements. We allow for direct communication with food providers on the types of food products they would like to purchase.

For suppliers and retailers, this platform provides:

- 1) Customer engagement via personalized marketing
- 2) Direct value proposition by helping customers on products that will meet their needs
- 3) Analytics – insights into what consumers are looking for and opportunity for new product development.

In order for us to help accomplish this goal, Alertak is looking to engage with GDSN CPG suppliers and utilize your item content to help fulfill this important initiative.

[Video Demonstration of Tool](#)



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3 STEPS TO BEGIN SYNCING YOUR DATA WITH ALERTRAK

1. Have your accurate item data loaded into your home data pool and ensure it is ready for publication
 - a. Contact your data pool for any education you might require to complete this step.
2. Review attribute requirements in Section 4 of this document to ensure you can meet our requirements
3. Fill out the Trading Partner Form on the Alertrak Landing Page:
 - a. <https://www.1worldsync.com/community/customers/alertrak>
4. Alertrak will create a subscription at the Information Provider GLN + Target Market = U.S.
5. Alertrak will send an email to the supplier's primary data synchronization contact when they are ready for the first publications
6. Publish items
 - a. Publish all food items to Alertrak
 - b. Publish using the appropriate publications types of either New or Initial Load
7. Alertrak will respond with a CIC = RECEIVED once your publications are received
8. Continue to send changes and correction for all items



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4 ATTRIBUTE REQUIREMENTS

Above and beyond the GDSN Mandatory attributes, Alertrak asks for the attributes outlined in the section below in order to make their initiative successful. Please note, these attributes are all requested at the EACH/Consumer Unit level.

1WorldSync UI Name	1WorldSync XML Attribute Name	GDSN Attribute Name
*Ingredient Statement	ingredientStatement	foodAndBeverageIngredientModule/ingredientStatement
**GPC Classification Code	gpcBrickAttributes/gpcBrickAttributeValues/gpcBrickAttribute	CatalogueItemNotification/CatalogueItem/tradeItem/gdsnTradeItemClassification/gDSNTradeItemClassificationAttribute/gpcAttributeTypeCode
**various brick attribute definitions	gpcBrickAttributes/gpcBrickAttributeValues/gpcBrickAttributeDef	CatalogueItemNotification/CatalogueItem/tradeItem/gdsnTradeItemClassification/gDSNTradeItemClassificationAttribute/gpcAttributeTypeDefinition
**various brick attribute names	gpcBrickAttributes/gpcBrickAttributeValues/gpcBrickAttributeName	CatalogueItemNotification/CatalogueItem/tradeItem/gdsnTradeItemClassification/gDSNTradeItemClassificationAttribute/gpcAttributeTypeName
**various brick attribute values	gpcBrickAttributes/gpcBrickAttributeValues/gpcBrickAttributeValue	CatalogueItemNotification/CatalogueItem/tradeItem/gdsnTradeItemClassification/gDSNTradeItemClassificationAttribute/gpcAttributeValueCode
**various brick attribute value names	gpcBrickAttributes/gpcBrickAttributeValues/gpcBrickAttributeValueName	CatalogueItemNotification/CatalogueItem/tradeItem/gdsnTradeItemClassification/gDSNTradeItemClassificationAttribute/gpcAttributeValueName

*Indicates optional attributes absolutely required in order to make the Alertrak initiative successful.

**Indicates additional optional attributes that are recommended to be populated, however, if not initially provided, Alertrak will still accept your data.