How to Select a Global Data Synchronization Network™ (GDSN®) Certified Data Pool

Note

You may choose any GDSN-Certified data pool, not necessarily the same data pools as your trading partner. Also, you only need to select one data pool to connect with all of your trading partners.

Review

- Review the GS1 website for a list of GDSN-certified data pools
  - https://www.gs1.org/services/gdsn/certified-data-pools-list
- Review the statistics of data pool activity on the GS1 website
  - https://www.gs1.org/gdsn/statistics

Research

Obtain information about the different data pool offerings. Ask the following:

If you are a DATA SUPPLIER

- Is the data pool ready to support your particular customer's requirements, i.e., are they capable of supporting your attribute requirements?
- Do they have the specific insight on how to comply with your customer's direction?
- What are the data pool's capabilities to support and educate on the GS1 system fundamentals?
- How many successful implementations (supply side) have they completed?
- Do they have a best practice share methodology that lends implementation insight and provides knowledge to you based on your particular needs?
- Does the data pool have experience and support with a particular sector, or multiple industries?
- What is the scope of their geographic connections?
  - Does the data pool support local or global requirements (or both)?
  - Do they serve the markets you are doing business in?

If you are a DATA RECIPIENT

- How many successful implementations have they performed?
  - In which markets, countries, and industries are they experienced?
  - Do they provide implementation best share practices for like companies?
  - Do they provide for readiness planning and workflow process support?
  - Are they experienced with all tiers within the industry, including multi-tier distribution models?
- Does the data pool have service offerings?
  - Support coverage?
  - Community awareness programs?
  - Supplier enablement programs?
    - What is their support capability for your community? What are their education, training, and enablement programs for your community? Do they charge for this support?
- Does the data pool have a best practice sharing methodology?

- What validations does the data pool provide, what data will be checked prior to your receipt, and how will feedback be provided to your community on issues?
- Does the data pool have data accuracy initiatives, do they provide for data comparisons and/or accuracy scorecards, and what mechanisms are in place to provide feedback to your community?
- Does the data pool facilitate best practice sharing among your peers and your community?

Integration

Think about whether your company has the technical capability to extract information from your item master files to GDSN (Supply Side), or map information from GDSN to Enterprise Resource Planning (ERP), Item Master Files, Vendor Master Files (Demand Side), and then ask the following:

- Does the data pool have the capabilities to help you directly?
- Does the data pool have tools that enable you to load your item data to the network?
    - Manually with a Graphical User Interface (GUI)
    - Manually through a Spreadsheet Load
    - Direct Machine to Machine Methods
- Do they have services to assist with message development for the method you choose?
- Does the data pool support additional connectivity that addresses other business initiatives in your industry?
- Does the data pool have the ability to call on solution partners to help you execute your implementation?

Subscription/Fees

- Confirm subscription fee process
    - Usage or revenue based, do you pay for additional connections, attribute usage, or Global Trade Item Number® (GTIN®) count?
    - Are there implementation fees incremental to the data pool subscription fee? Do they charge for setup, do they charge based on volume, or are there any non-recurring fees?
    - Are there charges for setup and initial loads of data?
    - Is implementation and account support included?
    - What is their customer support policy for you and your community?
    - Contractual commitments – year-to-year or multi-year commitment?
- Plan for growth
    - It is important to consider your company's growth plans and how that will impact your GDSN Data Pool needs
        - Will you introduce new product lines or categories?
            - How many Stock Keeping Units (SKUs)?
    - Will you enter new segments?
        - Ex: Engaging in K-12; commercial, chain accounts, etc.
    - Do you plan any mergers, acquisitions, or joint ventures?

- These questions are important in understanding if your data pool subscription will meet future business needs.

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