

In a digital retail environment, the quality of our product data is more important than ever. That is one of the major reasons Target's preferred method of receiving item information is the Global Data Synchronization Network (GDSN). The GDSN is an automated, standards-based, global environment that enables secure and continuous item data synchronization, allowing trading partners to have consistent item data in their systems at the same time.

Our research shows that item data supplied to Target via the GDSN is significantly more accurate than data manually entered into our Item Management (IMN) system.

Our records indicate that your organization has GDSN capability. It is ***our expectation*** that Target suppliers with GDSN capability participate in the GDSN with Target. We have already connected with over 1,800 suppliers – including many of the leading suppliers in all our product categories.

Target is partnering with 1WorldSync® to leverage the benefits of the GDSN. 1WorldSync® will soon be contacting the global data synchronization contact in your organization on Target's behalf to begin the synchronization process. Your organization is most likely already participating in the GDSN with other retailers. If so, there is no incremental cost to you to also participate with Target.

Action Required

Please visit [Target's data synchronization](#) page on the 1WorldSync® website to learn more about the GDS process with Target or contact us directly at Target.GDS@target.com. Please reach out to the global data synchronization contact in your organization to learn more about your company's GDSN process and how you can leverage it in your business operations with Target. We look forward to working with your organization over the next few weeks on this important initiative!

