



**Shamrock Foods**  
**Data Synchronization Initiative**  

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**Frequently Asked Questions for Shamrock Foods Suppliers**

Version 4



## ***Shamrock Foods Data Synchronization Initiative*** **FAQ for Shamrock Foods Suppliers**

### **REVISION HISTORY**

<b>Date</b>	<b>Ver #</b>	<b>Description of Change</b>	<b>Author</b>
April 19, 2010	1	Initial document	C. Miklusak
April 19, 2010	1	Edited Initial Document	K. Celecki
September 24, 2010	1	Updated Shamrock Contact Information	H. Diamand
May 5, 2011	2	Updated Section 2	C. Miklusak
January 23, 2013	3	Updated all sections of the document	C. Miklusak
September 10, 2014	4	Updated answer to question in Section 3 "How do I publish to Shamrock Foods?"	P. Patel



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# ***Shamrock Foods Data Synchronization Initiative*** **FAQ for Shamrock Foods Suppliers**

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## **1 BACKGROUND INFORMATION**

This document is a compilation of frequently asked questions for Shamrock Foods suppliers, and their associated answers, relative to Shamrock Foods' data synchronization initiative.



# **Shamrock Foods Data Synchronization Initiative FAQ for Shamrock Foods Suppliers**

## **2 GENERAL DATA SYNCHRONIZATION QUESTIONS**

### **Q: What is data synchronization?**

A: Data synchronization is the electronic transfer of standardized **product** and **location** information between trading partners and the continuous synchronization of that data over time. When this data is exchanged via a central global repository - GS1 Global Registry®, it is referred to as Global Data Synchronization.

- Product information includes:
  - Item/product attributes controlled by the manufacturer, e.g., Global Trade Item Number® (GTIN®), Size, Weight, Height, Brand, U.P.C. code
- Location information includes:
  - Global Location Number (GLN) – Locations/facilities involved in trade such as company headquarters, billing departments, and ship-to addresses

### **Q: What is the Global Data Synchronization Network (GDSN)?**

A: 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 GS1 Global Registry and a network of interoperable, certified data pools that enable data synchronization per GS1 System standards.

### **Q: What are the benefits of synchronizing data through the GDSN?**

A: There are several benefits, including:

- Allows real-time item maintenance for specific fields
- Provides accurate, standards-based, synchronized data that reduces inefficiencies in the supply chain
- Ensures dimensions are correct and stored at the each, case, warehouse pack, and pallet levels

### **Q: What is a data pool? What is a GDSN-certified data pool?**

A: An entity that provides its customers data synchronization services and a single point of entry to the Global Data Synchronization Network (GDSN) is called a data pool.

- Data pools must be certified per GS1 System standards to operate within the GDSN. Data pools interoperate with the GS1 Global Registry and each other. Example: GS1 US 1WorldSync Data Pool.
- **Note:** 1WorldSync is a subsidiary of GS1 US; the standards organization for the United States



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### **Q: Where can I find a list of GDSN-certified data pools?**

A: The GS1 website has a list of GDSN-certified data pools with contact information. You can find the list here <http://www.gs1.org/productssolutions/gdsn/>

### **Q: What is a GS1 Company Prefix?**

A: A GS1 Company Prefix is a globally unique number assigned to companies by GS1 Member Organizations (GS1 US services companies located in the United States) to create the identification numbers of the GS1 System.

### **Q: What is a GLN?**

A: GLN is an acronym for "Global Location Number" and refers to the globally unique GS1 System identification number for legal entities, functional entities, and physical locations. A GLN is comprised of 13 digits that together represent a GS1 Company Prefix, Location Reference, and Check Digit. Supply side trading partner locations generally include corporate headquarters, regional offices, warehouses, plants, and distribution centers. Demand side trading partner locations generally include corporate headquarters, divisional offices, stores, and distribution centers.

- **Note:** Shamrock Foods' GLN is **002830000018**

### **Q: What is a GTIN?**

A: GTIN is an acronym for "Global Trade Item Number" and refers to the globally unique GS1 System identification number for products and services. A GTIN may be 8, 12, 13, or 14 digits in length, represented as GTIN-8, GTIN-12, GTIN-13, and GTIN-14, respectively.

### **Q: Is data synchronization an Information Technology (IT) function? Does it require IT resources?**

A: Data synchronization is a business process that uses technology in its implementation. For a successful implementation, it is recommended to have executive sponsorship and technology resources allocated to this program.

### **Q: Is data synchronization just another term for EDI?**

A: No. EDI, or Electronic Data Interchange, is used in the transmission of many e-business transactions, whereas data synchronization is the electronic transmission of standardized product and location information.

### **Q: What is the Global Product Classification (GPC) code?**

A: A GPC code is an 8-digit number that represents a classification of products. It is a 'flat' classification system based on attributes and values. Global Product Classification is a required element of the global data based on attributes, and values and is a required element of the GDSN.



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**Note: If you need a list of GPC codes, please contact your data pool provider. To request a GPC code to be added to the GDSN standards, work with your data pool provider to submit a change request.**



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### **3 GENERAL SHAMROCK FOODS DATA SYNCHRONIZATION QUESTIONS**

**Q: Why is Shamrock Foods implementing data synchronization through the Global Data Synchronization Network® (GDSN®)?**

A: Shamrock Foods believes that by improving the quality of our item data, we will realize multiple benefits including increased logistical efficiencies, increased invoice accuracy, reduced labor costs associated with maintaining item data, and increased customer satisfaction.

**Q: Are all of Shamrock Foods supply-side trading partners required to implement data synchronization via the GDSN?**

A: At this time, Shamrock Foods recommends that all of its suppliers begin utilizing the GDSN.

**Q: What items are Shamrock looking to synchronize?**

A: Shamrock Foods wants to synchronize on all items that they source.

**Q: Is data synchronization only for existing items that Shamrock Foods carries, or should I publish new items also?**

A: Shamrock Foods expects to receive information only for items they currently source from their suppliers. You should begin by publishing the existing items that Shamrock Foods carries.

**Q: What item attributes does Shamrock Foods want their suppliers to publish?**

A: Shamrock Foods wants its suppliers to publish all agreed-to Phase 1 and Phase 2 Foodservice Initiative attributes; including Net Weight, Gross Weight, and Pallet Ti/Hi.

The Phase 1 and Phase 2 attributes can be found in the list of documents posted on the following link:  
[http://www.gs1us.org/sectors/foodservice/resource\\_library](http://www.gs1us.org/sectors/foodservice/resource_library)

**Q: Does Shamrock Foods expect its suppliers to publish Ti/Hi?**

A: Where applicable, yes

**Q: How do I publish to Shamrock Foods?**

A: Visit Steps to Sync [here](#) with Shamrock Foods to review the steps you need to take for sending your GDSN data to Shamrock Foods.