Target Data Synchronization Initiative
Frequently Asked Questions for Suppliers

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 FAQs for Target Suppliers

REVISION HISTORY

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TARGET. FAQs for Target Suppliers

1 INTRODUCTION

This document is a compilation of questions, and their associated answers, relative to Target's Data Synchronization initiative. This initiative is being rolled out to all Target suppliers with Target Market = U.S. items. It pertains to suppliers in all categories.

2 GENERAL DATA SYNCHRONIZATION QUESTIONS

- **Q: What is Data Synchronization?**

    o 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 attributes controlled by the supplier, e.g., Global Trade Item Number (GTIN), Size, Weight, Height, Brand, UPC code

    Location information includes:
    - Global Location Number (GLN) – Locations involved in trade such as company headquarters, billing departments, and ship-to addresses

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

    o 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.

    o A: 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?**

    o 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

- Better inventory flow through our distribution centers based on more accurate dimensions and weight.
- Better truckload optimization based on more accurate dimensions and weight.
  - Target specific benefits for suppliers include reduced manual data entry time in IMN for new item setups.

- **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.

  - A: 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: 1WorldSync Data Pool.

- **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 company prefix?**

  - A: A company prefix is a globally unique number assigned to companies by GS1 Member Organizations (GS1 US in the United States) to create the identification numbers of the GS1 System. It is comprised of a GS1 Prefix and a Company Number.

- **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:** Target US GLN is **0085239000007**.

- **Q: What 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?**

  o **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?**

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

- **Q: Does my sales team need to be involved with data synchronization?**

  o **A:** Yes, sales people play an important role in the success of this process.   For new items to be submitted to a buyer at Target, the sales person would log into Partners Online to access Target's Item Management (IMN) application to enter Target-specific information; after the new item had been published via GDSN to Target.

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

  o **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.

    Note: If you need a list of GPC codes contact your data pool (e.g. 1WorldSync). To request a GPC code to be added to standards, work with your data pool or your Solution Partner to submit a change request.

3 TARGET'S DATA SYNCHRONIZATION INITIATIVE

3.1 General Questions

- **Q: Why is Target implementing data synchronization?**

  o **A:** Target is implementing data synchronization to streamline its processes, focusing on improving supply chain efficiencies for its trading partners. Target believes data synchronization provides tangible benefits for retailers and suppliers such as:

    - Reduced hand keying for creation of items
    - Increasing market share for early arrival of new items

- Increasing the efficiency of businesses
- Building the foundation for electronic collaborative commerce

- **Q: Are all Target suppliers required to implement data synchronization via the GDSN?**
  - A: Target strongly encourages all its US vendors to synchronize their items

- **Q: Is data synchronization being used in Canada for Target?**
  - A: Target's GDSN focus is in the U.S. only. Target is not currently leveraging data synchronization for our Canadian operations. At this time only Target Market = U.S. items need to be synchronized.

- **Q: Do third party suppliers need to engage in data synchronization?**
  - A: Yes. Third party suppliers must work with the Information Provider to establish a process for sending the data to Target via data synchronization.

- **Q: Does Target want my New item publications before the Sales Call or after the Target merchant has agreed to carry my product?**
  - A. It will vary by Target merchant. Target wants to receive your New item publications when your Target merchant has asked for the item to be set up in our system.

- **Q: I am a Manufacturer/Vendor Representative. How do I get involved in this process?**
  - A. You must contact your manufacturer to discuss how you will be involved in the data synchronization initiative. Your manufacturer must be a GDSN subscriber.

3.2 Data Pools and Solution Partners

- **Q: What is a GDSN-certified data pool?**
  - A: See Section 2.1 of this document for answers to general Data Synchronization questions

- **Q: What/who is 1WorldSync?**
  - A: 1WorldSync is a GDSN-certified data pool and is working closely with Target to implement its data synchronization initiative. Target uses the 1WorldSync Data Pool Solution for its GDSN services.

- o A: A subsidiary of GS1 US, 1WorldSync supports and works with over 60 retailers and 8,000 suppliers (of all sizes). To learn more about 1WorldSync and its services, visit www.1SYNC.org or call +1 866.280.4013, Option 1.

- **Q: Do I have to sign up with 1WorldSync?**

  - o A: You need to select a GDSN-certified data pool to get started and 1WorldSync is a GDSN-certified data pool. If you are not currently a member of 1WorldSync, we recommend you get started right away by contacting them at +1 866.280.4013, Option 1.

- **Q: How much does implementing data synchronization cost?**

  - o A: 1WorldSync operates on a cost-recovery model and fees are calculated based on your company's total annual sales. Visit http://1sync.org/subscription_fees.html for more details.
    - If you are currently leveraging the GDSN in your business operations with other retailers, there is most likely no incremental cost to also leveraging it in your business with Target.

- **Q: What is a 1WorldSync Solution Partner?**

  - o A: A Solution Partner is a company that enables supply chain functions through the provision of products and services. A *1WorldSync Certified Solution Partner* refers to a company that has been certified by 1WorldSync to connect to the 1WorldSync Data Pool. 1WorldSync customers have the option to choose a certified Solution Partner to assist in managing their data synchronization initiative. For a full list of *1WorldSync Certified Solution Partners*, visit www.1sync.org/partnerships and search for a Solution Partner that meets your needs.

- **Q: Do I have to use a 1WorldSync Solution Partner?**

  - o A: 1WorldSync provides customers with multiple implementation options to successfully synchronize data with Target. 1WorldSync offers implementation tools for customers and has partnered with some of the largest and most well-known companies in the world, including many that suppliers may already be working with today. A supplier can implement with the solution that best fits their needs and requirements.

- **Q: If I have questions and need help to use the 1WorldSync system – who should I contact?**

  - o A: For questions associated with GDSN or Target's data synchronization initiative please contact 1WorldSync customer support at customersupport@1WorldSync.com or +1 866.280.4013.

3.3 Target's Item Management (IMN) Application & Data Synchronization

3.3.1 ADDING DATA THOUGH DATA SYNCHRONIZATION

- **Q: Can I just use IMN to do data synchronization?**

   A: There are significant manual data entry time savings in IMN when suppliers leverage GDSN to start the new item setup process. In order to synchronize your new item data information, it must first be published from a GDSN-certified data pool. Then vendors must log into Partners Online to access Target's Item Management (IMN) application to add Target specific information and then submit the item to Target.

- **Q: How do I get access to see my item information in IMN?**

   o A: Please contact the Partners Online admin at your organization. They have the ability to give you a user ID and password.

- **Q: The data I sent through data synchronization doesn't match what is seen in IMN. What should I do?**

   o A: Publish a modification or correction message to Target via the GDSN.

- **Q: How do I know if I need to assign a new Universal Product Code (UPC) when I make changes to an existing product?**

   o A: Follow the GS1 Standards GTIN Allocation Rules. For example, if the consumer net content changes, then a new UPC must be assigned. For more information on GTIN Allocation Rules visit www.gs1.org/gtinrules. Contact your data pool for more information.

3.3.2 PUBLISHING DATA TO TARGET

- **Q: My Target buyer says I have to do data synchronization. Where do I start?**

Are you already subscribed to a Catalogue Provider?	**Things to Do**

No	• Choose your Data Pool. All GDSN Data Pools are listed at: http://www.gs1.org/sites/default/files/docs/gdsn/gdsn_certified_data_pools.pdf For more information, call 1WorldSync at +1 866.280.4013 • Follow procedure below
Yes	Please see Target GDS Implementation Guide for more specific details regarding implementation requirements.

- **Q: How does Target Subscribe?**
- o A: Target subscribes at the supplier GLN level and the U.S. target country market code.

- **Q: Is data synchronization only for New Items, or should I publish existing items that Target carries?**
  - o A: Target is accepting all New, Initial Load, Modification, and Correction Publication Types.

- **Q: Should I publish my complex hierarchies?**
  - o A: Target cannot support a GTIN hierarchy with multiple Case, Inner Pack, or Each options. Target will not use the GDSN for assortment items, displays, or bonus packs.

- **Q: How long does it take for the data to show up in IMN after I have published?**
- o A: Target processes GDSN messages every 4 hours (8AM, Noon, 4PM, 8PM, Midnight, 4AM Central time).
  - For new item publications, you should see your data in the IMN "Finish Item Setup" task after that 4 hour batch has processed.
  - For initial load, modifications, and corrections, it will depend on how the data you sent compares to what is currently in Target's system
    - If change is within a certain threshold, it will automatically be accepted by the system with no merchant action needed and will show as updated in IMN.
    - If change does not meet the auto approval thresholds, a task is created for Target to manually approve or reject the publication.
    - Please watch the CIC messages sent by Target for updates on how we processed your publication.

- **Q: I have successfully submitted my NEW items to the Target Merchant in IMN and have not received a SYNCHRONIZED CIC status from Target. What are my next steps?**

  - A: On the IMN home page, there is a "View submitted item setup" option in the vendor pending approval section. If an item is still visible in that section, the Target merchant has not completed the item setup.

    - If after 1 business week you have not received a "SYNCHRONIZED" CIC, check with your merchant.

- **Q: Is Target checking the "Initial Load" or "New" Publication Types for incoming Catalogue Item Notification (CIN) publications?**

- A: Yes.
  - When working with the Target GDS Operations team to get started with data synchronization process, all items must be published as INITIAL LOAD
  - After the INITIAL LOAD process is complete, please use the NEW CIN message type for any new to Target items that a Target Merchant has asked to be setup.

- **Q: When can I expect to see the Catalog Item Confirmation (CIC Authorization)?**

- A: After Target receives the Catalogue Item Notification (CIN) it is subjected to matching and validation rules.
  - For NEW items, the SYNCHRONIZED Catalogue Item Confirmation (CIC) will be received within 4 hours after the Target Merchant has reviewed and approved the item in IMN. If the Target Merchant didn't approve the item data, a REVIEW message will be sent with additional details
  - For INITIAL LOAD items, the timing of the CIC REVIEW, REJECT, or SYNCHRONIZED message will depend on what attribute was changed by the supplier, Target's validation process, and if/when the Target GDS Operations team had to review and approve the change in IMN.
  - For MODIFY/CORRECT items, the timing of the CIC REVIEW, REJECT, or SYNCHRONIZED message will depend on what attribute was changed by the supplier, Target's validation process, and if/when the Merchant had to review and approve the change in IMN.

- **Q: When will the Target Merchant see my NEW item publications?**

- A: The Target Merchant will see NEW item publications after the supplier Account Rep has topped off the data in IMN and submits the item to the Merchant.

- **Q: How will Target handle ongoing Data Synchronization?**

  o A: Target is taking item changes via GDSN. If there are any attributes that need to be changed that were topped off in IMN, then those changes need to be made in IMN as well. The changes are routed to the Target Merchandising system. If the change is within a certain threshold, it will automatically be accepted by the IMN system. If the change does not meet the automated threshold, the Merchant approves or rejects the item changes and the results are seen in the IMN tasklist.
    - If a Target Merchant rejects the change within the IMN system, then Target will send a REVIEW CIC back to the supplier with comments.
    - If a Target Merchant approves the change within the IMN system, then Target will send a SYNCHRONIZED CIC back to the supplier.

- **Q: My Target GDS Operations Specialist has asked me to "re-publish" some items to them. How do I do that?**

- A: There is a difference for the supplier functions of "Publish" vs. "Republish". The functionality in 1WorldSync's system of "Republish" is responding to a request of Target to resend an item that was already published once to Target.

  If Target needs a supplier to publish that item hierarchy to us again because of system issues on our side, or if Target sent a REJECT (stops synchronization between trading partners) to the suppliers and there is a business reason for Target to get that item again, then the Supplier would need to do a function of **Republish**. Republish is a function of the 1WorldSync IM system, and most likely also for solution providers. If Target sent a REJECT to a supplier on a data pool other than 1WorldSync, and that data pool does have functionality like a republish (send the item hierarchy again to Target), then that supplier first has to contact 1WorldSync Technical support team to request that they reset the CIC status in the 1WorldSync system for that item to ACCEPT (to allow synchronization), and then they can use the republish or "send again" function of the other data pool.

  The function of a Publication (Publication Add) is only used the first time you are publishing to Target. A Publication (Add) can only be done once in the 1WorldSync IM system. Subsequent Publication (Adds) would just be duplicates that 1WorldSync system would ignore.

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