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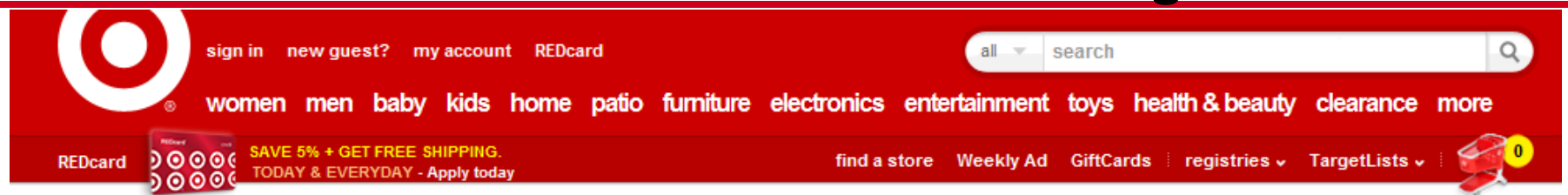
gds  
global data synchronization



- Target Overview
- GS1/GDSN Standards Overview
- 1WorldSync Overview
- Target Goals & Objectives
- Target Specific GDS Requirements
- Target Supplier Expectations & Next Steps



# Target Overview



- Target is a Fortune 100 company with 1,789 stores in 49 states

- **TARGET**    SUPER **TARGET**    city **Target**

- **Target** | Target Canada : opened in 2013; 127 stores

- **Target.com**

- **Target Mobile** : apps for iPad, iPhone, and Android



- Our guests

- Median age of 40

- Median household income of approximately \$64K

- Approximately 43% have children at home



# GS1 Standards Overview



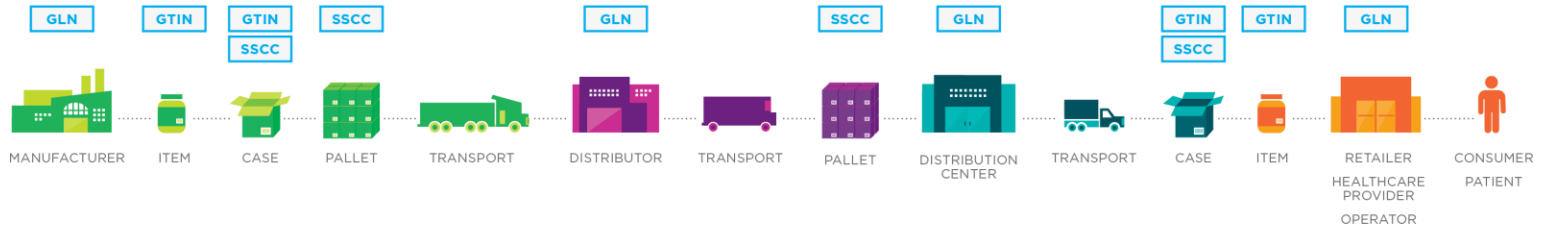
## IDENTIFY: GS1 SYSTEM IDENTIFICATION NUMBERS

**GLN** Global Location Number

**GTIN**<sup>®</sup> Global Trade Item Number<sup>®</sup>

**SSCC** Serial Shipping Container Code

**EPC**<sup>®</sup> Electronic Product Code<sup>™</sup>



## CAPTURE: GS1 SYSTEM DATA CARRIERS

### BARCODES

EAN/UPC



GS1 DataBar<sup>™</sup>



GS1 DataMatrix



ITF-14



GS1-128



### EPC-ENABLED RFID TAGS



## SHARE: GS1 INTERFACE STANDARDS FOR ELECTRONIC COMMERCE

**MASTER DATA** Global Data Synchronization Network<sup>™</sup> (GDSN<sup>®</sup>)

**TRANSACTIONAL DATA** eCom/EDI

**PHYSICAL EVENT DATA** EPC Information Services





THE GLOBAL LANGUAGE  
OF BUSINESS

## LEADING INDUSTRY TO ADOPT AND USE GS1 STANDARDS AND SOLUTIONS

### STANDARDS, ADOPTION & USAGE

Engaging communities and companies to solve supply-chain problems by adopting and using GS1 Standards

### PRODUCT DATA MANAGEMENT

Enhancing the GS1 Standards-driven supply chain (e.g., GDSN) by providing services and technologies to help manage product data

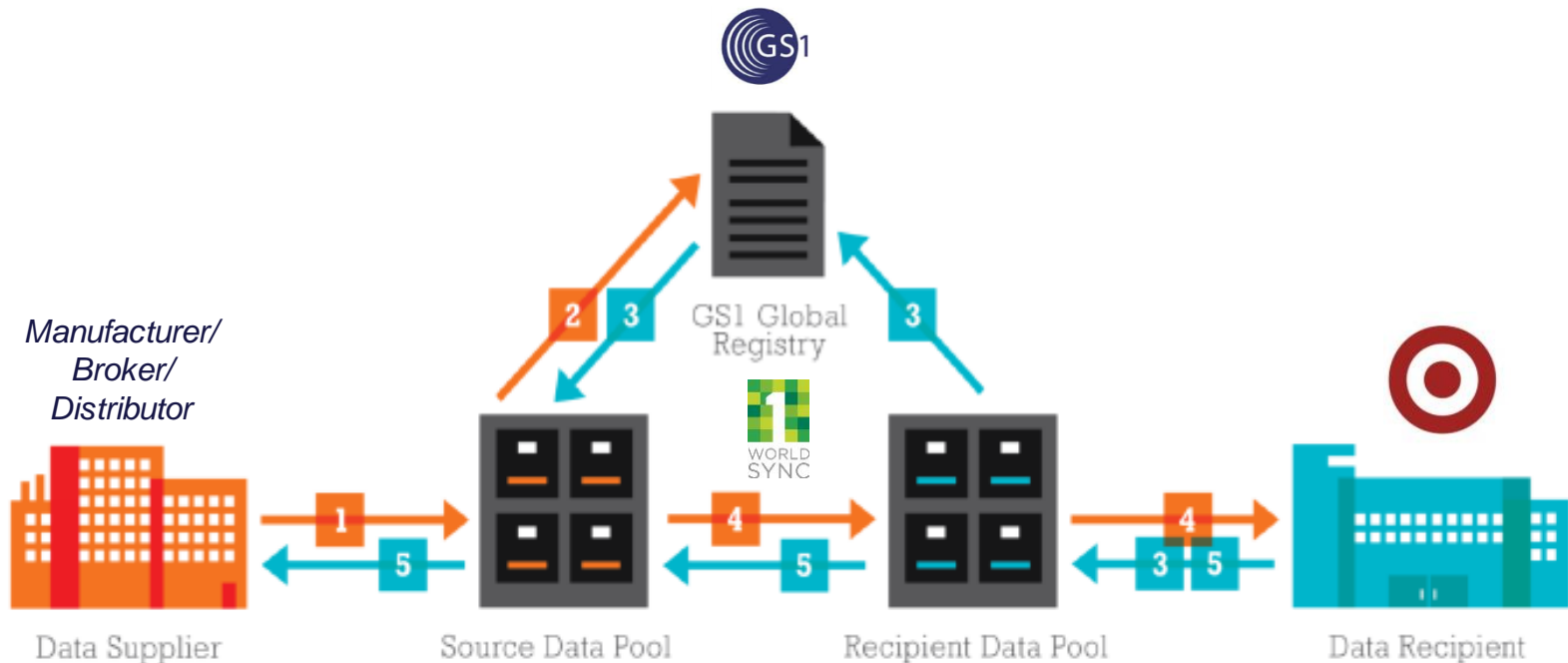


- **Global Data Synchronization Network (GDSN)** is an automated, standards-based global environment that enables secure and continuous data synchronization
  - This allows all trading partners to have consistent item and location data in their systems at the same time
    - Global Trade Item Number (GTIN)
    - Global Location Number (GLN)
- Ensures that ALL parties in the supply chain are working with the same trusted product data
  - Allows for simplified change notification
  - Saves **TIME** and **MONEY** for all organizations by eliminating steps to correct inaccurate data



# How the GDSN Works

- The GDSN is built around the GS1 Global Registry and GDSN-certified data pools
- Ensures the supplier and customer are looking at the same accurate information



1. Load Data

2. Register Data

3. Subscription Request

4. Publish Data

5. Recipient Confirmation

**1WorldSync** is the trusted, global source of authentic, enriched data to facilitate management of B2B and B2B2C product information more efficiently and completely.

- Partner with over **20 GS1 Member Organizations** Globally
- More than 15,000 customers across 40 countries
- Industry leader in global Product Data Management
- World's largest GDSN-certified data pool
  - Over 11 million GTINs, 15,000 GLNs synchronizing via 1WorldSync
- **Target and 1WorldSync**
  - Target has selected 1WorldSync as its certified data pool of choice
    - 1WorldSync member since 2007
    - Working closely together on a supplier onboarding strategy and schedule
  - Received the 2013 'Power of 1' award for rapid adoption



## Relevant & Timely GDSN Data, done Easy!

- 1WorldSync Validations Engine Ensures Clean & Accurate Data
  - Over 1,200 GDSN & Business Rule validations (e.g. GTIN formatted correctly)
  - GTIN – specific validations (e.g. Brand name did not match)
- Delivery options that work for your organization
  - Machine to Machine: XML, requires AS2
  - Data Export: On-Demand, XML, Custom formats available
  - Flat File via AS2



### **1WorldSync combines global reach with local knowledge and support.**

- Can meet the product data management needs of any trading partner, in any industry
- Offices in the Americas, Europe, and Asia Pacific
- Extensive Subject matter expertise
- Global customer support model, education & training



# 1WorldSync Solutions & Platform



Product information For

## **Supply Chain Enablement**

Enabling sales, supply chain, B2B and IT services teams to setup and exchange quality, trusted product master data with trading partners, via a single global connection point.



Product Information For

## **Product Risk & Compliance**

Enabling product safety, quality, legal and regulatory, procurement and marketing teams to manage product safety and compliance programs across global trading networks.



Product Information For

## **Marketing & Multi-channel Commerce**

Enabling marketing, eCommerce & Application Developers to acquire trusted product images, assets, information and more – sourced directly from and approved by its original owner.



### *Complete, accurate and consistent product information to drive efficient business!*

- Drive unnecessary costs out of the supply chain, while growing sales and improving the bottom line
- A single point of entry for item data
- More efficient business processes
- Improved order accuracy
- Improved speed-to-shelf of new items



## Our Goal

To implement a sustainable vendor onboarding process within Target Data Operations team that **establishes GDS as the preferred method of item setup and maintenance** leading to **improved efficiencies and item accuracy**.

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## Our Objectives

1. **Realize the benefit (consistent, accurate item data) that GDS vendor onboarding can bring to Target**
2. **Develop a scalable and repeatable vendor onboarding program that provides a positive experience for all of Target's vendor community.**

# Target Benefits

## Objective 1: Realize GDS benefit for Target

**Total # of GDS  
Connected  
Vendors**



**Shipment  
Volume**

**144**

**Prior to  
2011**

**20%**

**565**

**Dec 31  
2012**

**35%**

**1300**

**Dec 31  
2013**

**66%**

**1590**

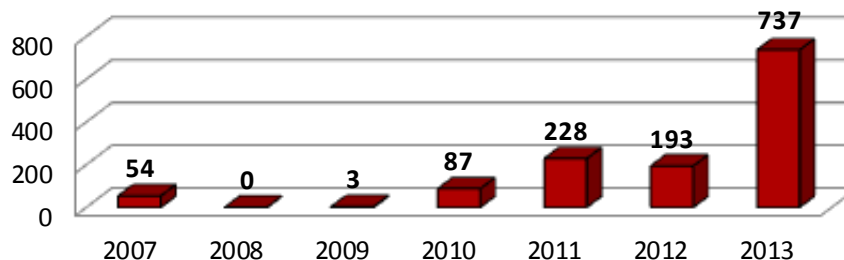
**NOW  
2014**

**68%**



- More accurate product dimensions & weights
- More accurate handling in Target.com Fulfillment Centers
- More accurate Shipping costs to guests

Overall GDS Vendor Connections by Year



# Supplier Benefits – Reduced Manual Entry

## Objective 2: Positive Vendor Experience

Attributes  
Requested  
↓

IMN New Item  
Setup time  
↓

What is:



**=** 90  
Attributes  
(approx)

9 minutes

What could be:



**=** 46  
Attributes  
(Net)

5 minutes

90 Attributes (approx)

44 Attributes

**Saves 4 minutes per item of manual entry**

### **GLN/Target Vendor Number Mapping**

- Your GLN will be mapped to a single Target Vendor #.

### **Dimensions & Weight**

- Gross Weight is required

### **Barcodes**

- UPC (EANUCC Code) required at Each level
- EANUCC Code types other than UK/UP/EN will not be processed by Target
  - UK = UPC/EAN Shipping Container Code (1-2-5-5-1)
  - UP = UPC Consumer Package Code (1-5-5-1)
  - EN = European Article Number (EAN 8) or (EAN 2-5-5-1)

### **Publication Delete**

- Incoming CIN with message type DELETE is ignored

# GDS Attribute List

<u>Pallet/Mod Pallet GTIN</u>	<u>Case/Display GTIN</u>	<u>Inner Pack GTIN</u>	<u>Each GTIN</u>	
gtin	gtin	gtin	gtin	alternateItemIdentification
Hi & Ti	totalQuantityOfNextLowerLevelTradeItem	totalQuantityOfNextLowerLevelTradeItem	eanuccCode/type	eanuccCode/code
depth	depth	depth	depth	netContent
width	width	width	width	netContentUOM
height	height	height	height	globalClassificationCategory
dimensionsUOM	dimensionsUOM	dimensionsUOM	dimensionsUOM	brandName
grossWeight	grossWeight	grossWeight	grossWeight	productDescription
grossWeightUOM	grossWeightUOM	grossWeightUOM	grossWeightUOM	suggestedRetail/price

**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.

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

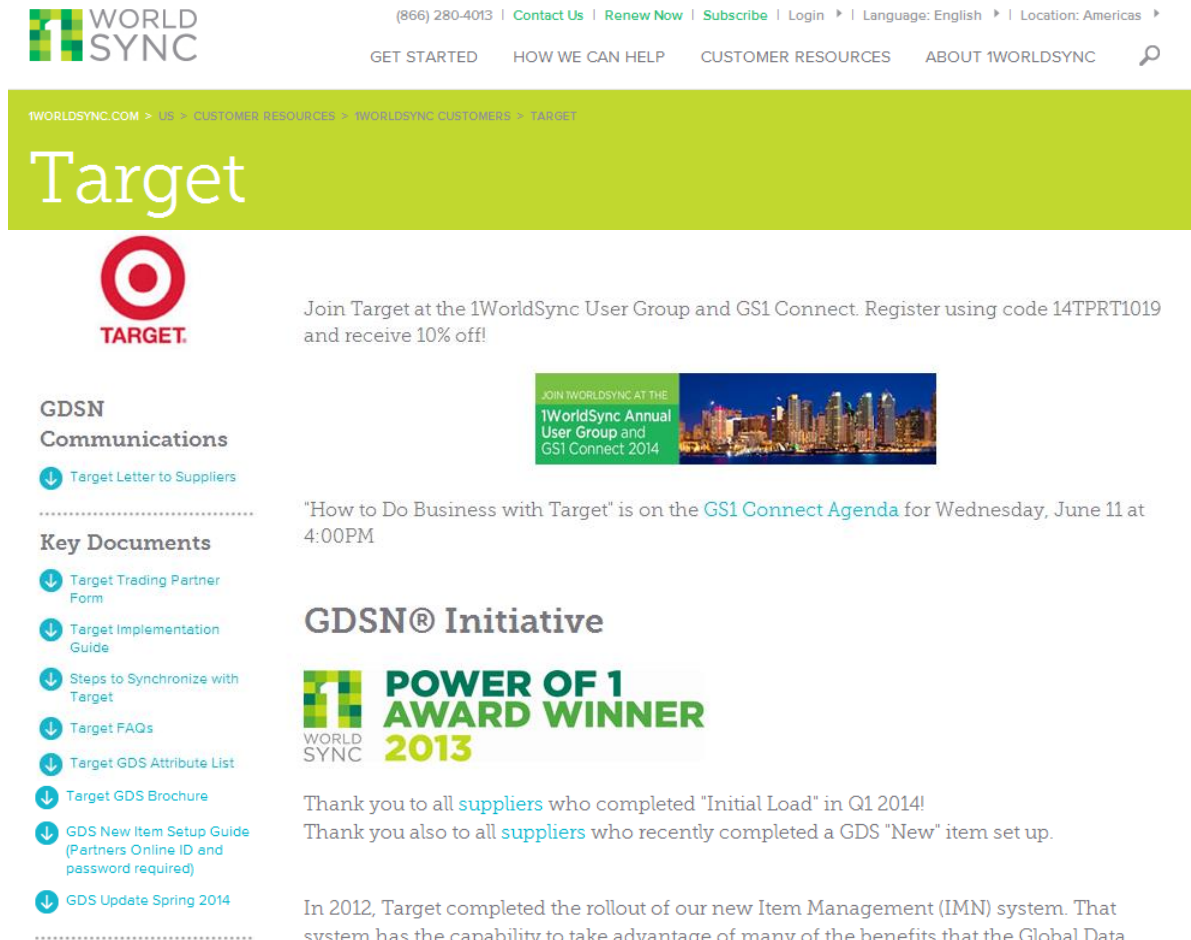


A: Please contact the Partners Online admin at your organization. They have the ability to give you a user ID and password.

# Target Supplier Expectations/Next Steps

## GDS is our preferred method of item setup and maintenance

- Visit <http://1WORLDSYNC.com/Target> to learn more about the GDS process with Target




The screenshot shows the 1WorldSync website's Target page. At the top, the 1WorldSync logo is on the left, and navigation links (Contact Us, Renew Now, Subscribe, Login, Language: English, Location: Americas) are on the right. Below the logo is a green banner with the word "Target" in white. Underneath the banner is the Target bullseye logo. To the right of the logo is a text block inviting suppliers to join Target at the 1WorldSync User Group and GS1 Connect, with a registration code and a 10% discount. Below this is a banner for the 1WorldSync Annual User Group and GS1 Connect 2014. On the left side, there is a "GDSN Communications" section with a link to "Target Letter to Suppliers". Below that is a "Key Documents" section with a list of links: Target Trading Partner Form, Target Implementation Guide, Steps to Synchronize with Target, Target FAQs, Target GDS Attribute List, Target GDS Brochure, GDS New Item Setup Guide (Partners Online ID and password required), and GDS Update Spring 2014. To the right of the "Key Documents" section is a text block about the "How to Do Business with Target" presentation at the GS1 Connect Agenda. Below that is a "GDSN® Initiative" section with a "POWER OF 1 AWARD WINNER 2013" badge and a thank you message to suppliers who completed the "Initial Load" in Q1 2014. At the bottom, there is a paragraph about the rollout of the new Item Management (IMN) system in 2012.

1WORLD SYNC (866) 280-4013 | [Contact Us](#) | [Renew Now](#) | [Subscribe](#) | [Login](#) | [Language: English](#) | [Location: Americas](#)

GET STARTED HOW WE CAN HELP CUSTOMER RESOURCES ABOUT 1WORLD SYNC

1WORLD SYNC.COM > US > CUSTOMER RESOURCES > 1WORLD SYNC CUSTOMERS > TARGET

# Target



Join Target at the 1WorldSync User Group and GS1 Connect. Register using code 14TPRT1019 and receive 10% off!

**GDSN Communications**

Target Letter to Suppliers


**Key Documents**

- Target Trading Partner Form
- Target Implementation Guide
- Steps to Synchronize with Target
- Target FAQs
- Target GDS Attribute List
- Target GDS Brochure
- GDS New Item Setup Guide (Partners Online ID and password required)
- GDS Update Spring 2014

JOIN 1WORLD SYNC AT THE 1WorldSync Annual User Group and GS1 Connect 2014

"How to Do Business with Target" is on the [GS1 Connect Agenda](#) for Wednesday, June 11 at 4:00PM

## GDSN® Initiative



Thank you to all [suppliers](#) who completed "Initial Load" in Q1 2014!

Thank you also to all [suppliers](#) who recently completed a GDS "New" item set up.

In 2012, Target completed the rollout of our new Item Management (IMN) system. That system has the capability to take advantage of many of the benefits that the Global Data

# Target Supplier Expectations/Next Steps

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- Select a GDSN certified data pool of your choice by the end of June



1WorldSync

[businessdevelopment@1WorldSync.com](mailto:businessdevelopment@1WorldSync.com)

866-280-4013

- Contact Target GDS Operations team with any Target specific GDSN questions



Target

[Target.GDS@Target.com](mailto:Target.GDS@Target.com)

- Once signed up, fill out the Target trading partner form at <http://1WORLDSYNC.com/Target> to let us know you are ready to begin synchronization
- Begin publishing your item data to Target via the GDSN by the end of July.

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# Thank you!





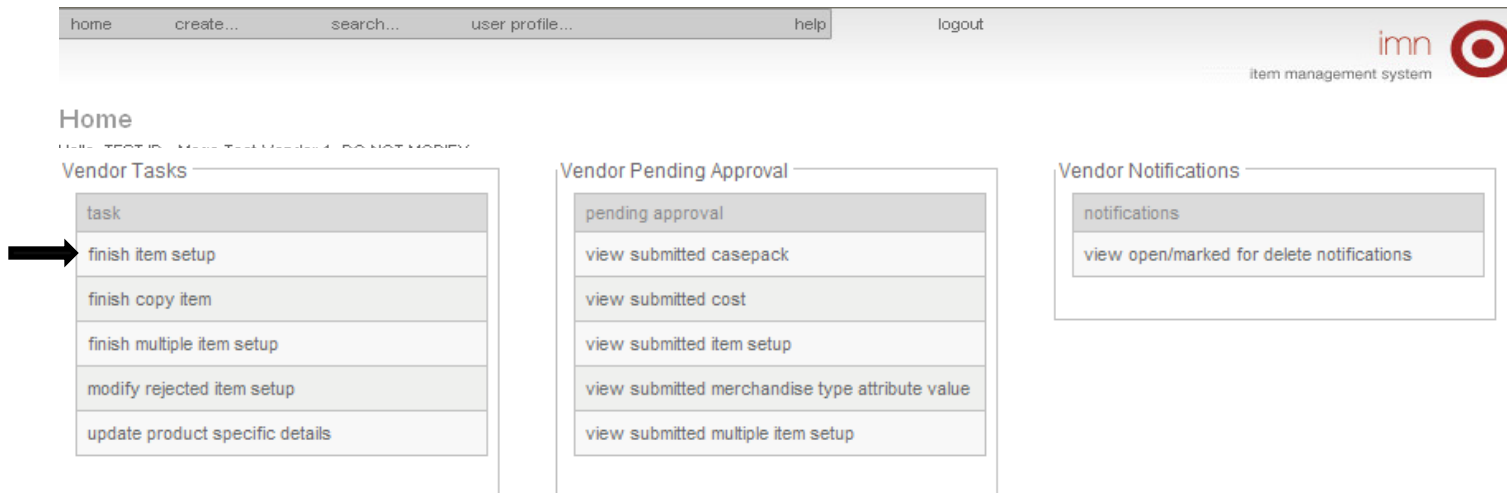
# Steps for Synchronizing with Target – Initial Load

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1. Review [Target GDS Implementation Guide](#) for attribute requirements.
2. Complete the [Trading Partner Form](#) on the Target landing page:  
[www.1worldsync.com/target](http://www.1worldsync.com/target)
3. Request a list of your items carried by Target from your internal Target Account team.
4. Target will create a subscription for your Information Provider GLN/Target Market US and confirm readiness to accept the initial publication.
  - Publish items carried by Target
  - Publish as **Initial Load**
  - Publish to Target GLN: **0085239000007**
5. E-mail publication notification to [Target.GDS@Target.com](mailto:Target.GDS@Target.com)
6. Manage Confirmation (CIC) Responses from Target.
  - If you receive **REVIEW** or **REJECTED** status, determine the cause of error and next step/resolution.
  - Republish as Initial Load and notify Target.
7. Once eligible items are synchronized Target will consider supplier “Complete.”
8. After initial load is complete, continue to submit all new items & modifications/corrections for specified attributes through GDS.

# Steps for Synchronizing with Target – New Item

1. Target awards business to Supplier or Target buyer asks for item setup.
2. Supplier Account Rep advises GDS Rep to publish new item(s).
3. Supplier GDS Rep publishes **New to Target's GLN: 0085239000007** and advises Supplier Sales Rep
4. Supplier Account Rep logs into [Partners Online](#) to access Target's Item Management (IMN) application.
5. Supplier Account Rep accesses the **Finish Item Setup** task from the workbench tab of the IMN home page.



# Steps for Synchronizing with Target – New Item

6. Supplier Account Rep finds GDS submitted item in the task list.
- Filter criteria “Source” = GDS

create... search... user profile... view... home

Task : Finish Item Setup

filter criteria: lorem ipsum donnet matet [change criteria](#)

▼ Actions... results 1-60 of 76 | [select all items](#) | page: 1 of 5 | [previous page](#) | [next page](#)

<input type="checkbox"/>	task date▼	doc	description	mfg style	barcode	item type	source	actions
<input type="checkbox"/>	07/22/2006	003/02	Placeholder	1234567890	1234567890	Standard	GDS	
<input type="checkbox"/>	07/22/2006	003/02	Placeholder	1234567890	1234567890	Assortment	GDS	

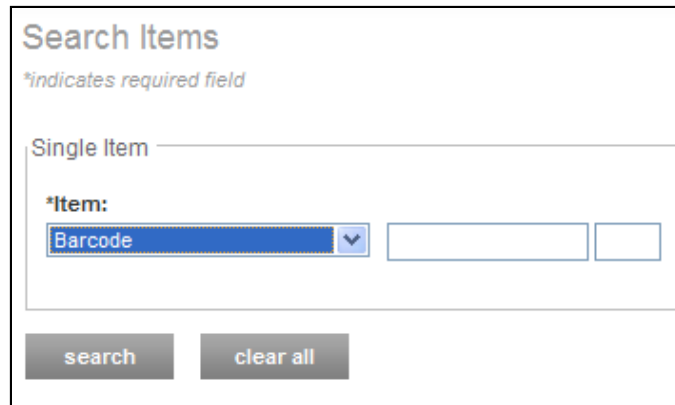
7. Supplier Account Rep “tops off” the item(s) following the IMN guided setup process and submits item(s).
- GDS submitted attributes will be pre-populated
8. Target Merchant reviews and approves item setup
- CIC Message **SYNCHRONIZED** is sent for the GDS attributes synched
  - CIC Message **REVIEW** is sent if additional information is needed. Merchant has the option to include comments explaining next steps needed.

## New Item Merchant Setup Checklist:

- ✓ 1. Item Questionnaire
- 2. Product Specific
  - ✓ 2a. Item Classification
  - ✓ 2b. Brand/Royalty/License
  - ✓ 2c. Color/Size/Pattern
  - ✓ 2d. Core Attributes
  - ✓ 2e. Handling & Distribution
  - 2f. POS/Store Related
  - 2g. Merchandise Type Attributes
- 3. Vendor Details
- 4. Vendor Order Point
- 5. Location
- 6. Pricing
- 7. Item Details

# Steps for Synchronizing with Target – Modify/Correct

1. Supplier logs into [Partners Online](#) and accesses the Item Management Application (IMN)
2. Supplier searches for items in IMN to review for accuracy or updates
  - Search capability by barcode, GTIN



The screenshot shows a web form titled "Search Items" with a subtitle "\*indicates required field". Below the title is a section labeled "Single Item". Inside this section, there is a label "\*Item:" followed by a dropdown menu currently showing "Barcode", and two empty text input fields. At the bottom of the form are two buttons: "search" and "clear all".

3. Supplier submits any necessary changes via GDS for any Target GDS item attributes
  - If attribute needing maintenance is not a GDS synched attribute, Supplier Sales Rep must update item information via IMN
4. GDS Publications are routed to the appropriate Target merchandising department associated with the barcode on the request.
5. If change is within a certain threshold, it will automatically be accepted by the system with no merchant action needed.

# Steps for Synchronizing with Target – Modify/Correct

6. If change does not meet the auto approval thresholds, the merchant approves or rejects the item update that has been submitted from the Supplier via an IMN tasklist.
  - a) If a Target merchant rejects a GDS submitted item change, then it will generate a **REVIEW CIC** message back to the supplier. They also have the option to include comments explaining the rejection.
  - b) If a Target merchant approves a GDS submitted item change, it will be synched to our item system and a **SYNCHRONIZED CIC** message will be sent back to the supplier
  - c) If supplier submits data in incorrect format, Target will send **REVIEW CIC** message with description of error.

Task : Approve Casepack

filter criteria: lorem ipsum donnet matet [change criteria](#)

▼ Actions...

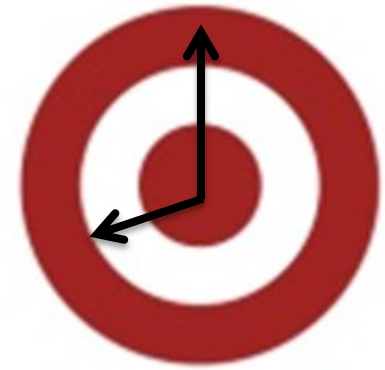
results 1-60 of 76 | page: 1 of 5 | [« previous page](#) | [next page »](#)

task date	DPCI	Description	level	# of locs	current	case qty	depth	width	height	uom	weight	uom	primary	begin date	end date	actions	
					new	pack qty	depth	width	height		weight						
▼ Vendor Name (012345) [EDI]																	
<input type="checkbox"/>	07/14/2006	03/03/122	POS DESCRIPT	Vendor	11	Current	4	0015.900	0011.900	0011.400	IN	0031.700	LB	Y	06/22/2006	06/22/2006	<div><div></div><div></div><div></div></div>
							4	0015.900	0011.900	0011.400		0031.700					
						New	2	0010.900	0007.900	0010.400	IN	0011.700	LB	Y	08/19/2006	08/19/2006	
							2	0010.900	0007.900	0010.400		0011.700					

## Notes:

- 1.Any change to Case or Inner Pack quantity will require merchant review.
- 2.Suppliers can NOT request cost changes via GDS.

**Q: How long does it take for the data to show up in IMN after I have published?**



**A:** Target processes GDSN messages every 4 hours (8AM, Noon, 4PM, 8PM, Midnight, 4AM Central time).

- **NEW:** Data inserted in the IMN “Finish Item Setup” task after that 4 hour batch has processed.
- **INITIAL LOAD, MODIFY, CORRECT:** Depends on how the data you sent compares to what is currently in Target’s system

Watch the CIC messages sent by Target for updates