

Global Data Model Market Stages MSWG

Project Lead: Tasha Wiehe

Report Date: Jan 2023
Expected project close date Jun 2023

Business purpose

This group will define product market stages and respective business processes, relevant Global Data Model (GDM) global/regional attributes required for each stage, and when that data can be available by the brand owner. They will also document the business impact if certain attributes/attribute groups are missing or provided at incorrect times. The team will identify any changes needed to Global Data Synchronisation Network (GDSN) and make or recommend the necessary changes in the GDSN standards to enable the exchange of the identified attributes.

Accomplishments this period

- Drafting of the Global Data Model attributes into market stages (ongoing)
- Strategic internal discussion to identify technical implementation options

Key issues and risks

- SMEs have identified 3 viable GDSN implementation options, each with increasing levels of technical complexity
- If industry supports complexities in GDSN technical development, SP agreement could be tricky (perhaps unattainable) and development certainly longer than June 30, the current projected close date

Upcoming period activities

- Discussion with Chairs, GO CE and SMEs on implementation options
- Goal: align Chairs, GO CE and SMEs and introduce options with recommendation to workgroup by end Feb



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Overall Status

| # | Standard/guideline Milestones | Due Date | Notes | # | Collateral milestones | Due date | Notes |
|---|--|--------------------|---|---|---------------------------|-----------|-------|
| 1 | Approval of BRAD | Complete Sept 2022 | | 1 | GDM Website Update | June 2023 | |
| 2 | Placement of GDM attributes into stages | Dec 2022 | Finalising last 2 attributes (out of 187) | 2 | 2-page Marketing Brochure | June 2023 | |
| 3 | Recommendation for the implementation of Market Stages in GDSN | June 2023 | | | | | |
| 4 | | | | | | | |
| 5 | | | | | | | |

Stakeholders

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|----------------|--|
| Sponsor | Robert Beideman |
| SDL | Tasha Wiehe |
| CE/Sol Liaison | Markus Mueller |
| SME | Marc Gale |
| AG Liaison | Staffan Olsson |
| Chairs | Marinus Bouwman (KNAPP), Jeffrey Cree (Ahold Delhaize), Gina Tomassi (PepsiCo), Christian Zaeske (METRO) |

Project Scope, Resources and Timeline Change Management

- IESC approval date 5/22
- IESC project proposal delivery date June 2023

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|----------------------|----|-------------------------|----|--------|----------|-------------|-----------|--------------------|---------------------------------|
| New risks identified | No | Change request included | No | Legend | Complete | Not Started | On target | Risk of being late | Change needed (not recoverable) |
|----------------------|----|-------------------------|----|--------|----------|-------------|-----------|--------------------|---------------------------------|