Global Data Model Market Stages MSWG

Project Lead: Tasha Wiehe

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
• GDM Market Stages Guideline (text + attribute stage development) ratified

Key issues and risks
• Per chairs recommendation, estimate of 12 – 18 months of socialization of the guideline before reevaluating community readiness for GDSN implementation modifications.

Upcoming period activities
• Project is closed
# Global Data Model Market Stages MSWG

## Overall Status

<table>
<thead>
<tr>
<th>#</th>
<th>Standard/guideline Milestones</th>
<th>Due Date</th>
<th>Notes</th>
<th>#</th>
<th>Collateral milestones</th>
<th>Due date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Approval of BRAD</td>
<td>Complete Sept. 2022</td>
<td></td>
<td>1</td>
<td>GDM Website Update</td>
<td>June 2023</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Placement of GDM attributes into stages</td>
<td>Dec 2022</td>
<td></td>
<td>2</td>
<td>2-page Marketing Brochure</td>
<td>June 2023</td>
<td></td>
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<tr>
<td>3</td>
<td>Publication of Guideline</td>
<td>Jun 2023</td>
<td></td>
<td>3</td>
<td>Promotional Deck</td>
<td>June 2023</td>
<td></td>
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<tr>
<td>4</td>
<td>Recommendation for the implementation of Market Stages in GDSN</td>
<td>Jun 2023</td>
<td>This work is possible future phase to allow for socialization of market stages concepts with community. Chairs recommend re-evaluate in 12 – 18 mo.</td>
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## Stakeholders

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>Sponsor</td>
<td>Robert Beideman</td>
</tr>
<tr>
<td>SDL</td>
<td>Tasha Wiehe</td>
</tr>
<tr>
<td>CE/Sol Liaison</td>
<td>Markus Mueller</td>
</tr>
<tr>
<td>SME</td>
<td>Marc Gale</td>
</tr>
<tr>
<td>AG Liaison</td>
<td>Staffan Olsson</td>
</tr>
<tr>
<td>Chairs</td>
<td>Marinus Bouwman (KNAPP), Jeffrey Cree (Ahold Delhaize), Gina Tomassi (PepsiCo), Christian Zaeske (METRO)</td>
</tr>
</tbody>
</table>

## Project Scope, Resources and Timeline Change Management

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

## Legend

- Complete
- Not Started
- On target
- Risk of being late
- Change needed (not recoverable)

<table>
<thead>
<tr>
<th>New risks identified</th>
<th>Change request included</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>No</td>
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