

# Global Data Model Market Stages MSWG

Project Lead: Tasha Wiehe

Report Date: May 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.

## **Key issues and risks**

- Per chairs recommendation, estimate of 12 – 18 months of socialization of the guideline before community readiness for GDSN implementation modifications.

## **Accomplishments this period**

- GDM Market Stages Guideline (text + attribute stage development) completed Community Review
- Began Community Review comment resolution

## **Upcoming period activities**

- Resolve Community Review comments on GDM Market Stages Guideline
- Begin building support collateral to enable future socialisation of the guideline with community groups

# Global Data Model Market Stages MSWG

## 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		2	2-page Marketing Brochure	June 2023	
3	Recommendation for the implementation of Market Stages in GDSN	June 2023	This work is possible <u>future phase</u> to allow for socialisation of market stages concepts with community. Chairs recommend re-evaluate in 12 – 18 mo.				
4							
5							

### Stakeholders

### Project Scope, Resources and Timeline Change Management

Sponsor	Robert Beideman			<ul style="list-style-type: none"> <li>IESC approval date 5/22</li> <li>IESC project proposal delivery date June 2023</li> </ul>
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)			

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