

GS1 Standards Event 2017 20-24 March 2017 – Jersey City, NJ

Building standards to deliver business value

Session: Master Data Services and Brand Owner Certification

Time: 9:00 - 12:30

Who may attend: MOs only

Speaker(s): Donna DiPietro and Pete Alvarez

Anti-trust caution

- GS1 operates under the GS1 anti-trust caution. Strict compliance with anti-trust laws is and always has been the policy of GS1.
- The best way to avoid problems is to remember that the purpose of the group is to enhance the ability of all industry members to compete more efficiently.
- This means:
 - There shall be no discussion of prices, allocation of customers, or products, boycotts, refusals to deal, or market share.
 - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
- The full anti-trust caution is available via the link below, if you would like to read it in its entirety: http://www.gs1.org/gs1-anti-trust-caution.

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Statement & reminder for seeking intellectual property information

- Relevant to the features of the specification that are being developed in this work group, if anyone has knowledge or information about intellectual property rights, such as, patents or patent applications; please promptly convey this information to the work group facilitator.
- The intellectual property rights can either be in development or owned by persons, companies or third parties within this work group or outside this work group.
- We do this under the guidance of the GS1 Intellectual Property Policy, so that GS1 can seek to avoid the uncertainty regarding intellectual property claims against the Specification.



Meeting etiquette

- Meetings will begin promptly as scheduled
- Be present avoid multitasking
- **Avoid distracting behaviour:**
 - Place mobile devices on silent mode
 - Avoid sidebar conversations
- Be considerate
 - Avoid monologues
 - Keep comments concise
- Respect work group decisions
 - Avoid re-opening decisions unless there is a significant quality impact

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- **Collaborate** in support of meeting objectives
 - Ask questions
 - Be open to alternatives
- Be representative
 - Avoid personal remarks
 - Do not speak for your company or community if you do not clearly understand their needs
 - Votes should reflect the needs. of your company or community



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- ① Get the App by searching your App store for "GS1 Global Events"
- (If you already have the Global App due to attendance at the most recent Global Forum, you do not need to do this)
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- B Login with the email address you used to register for the event:

Username: (your registered email)

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WiFi internet access

- Select "GS1" and connect
- Password: Standards2017

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Master Data Services and Brand Owner Certification



Background and status

The Executive Committee of the GS1 Management Board, supported by the GS1 Data Excellence Board, have instructed GS1 to develop a data quality certification program for Master Data Services and Brand Owners.

Strengthen Data Quality at the Source:

- ✓ Best Practice Guideline for DQ at the Source completed December 2015
- Certification programme for Brand Owners completed June 2016

Drive usage of Data Quality Master Data Services:

- ✓ Best Practice Guideline to develop and deploy DQ Master Data Services completed December 2015
- ✓ Self-certification programme Master Data Services for MOs completed June 2016



The programme

✓ Phase 1 – Develop an operations manual and certification checklists for Brand Owners and Master Data Services





Operations Manual

Dedicated Compliance Checklists: Master Data Services & Brand Owner

■ Phase 2 – Fiscal Year 2016/17 MO training and deployment of 4 MOs (Global Office OGSM)

Note: Requires MO CEO approval to undergo certification



Thank you for helping build the programme

Andrea	Ausili	GS1 Italy	Dyonne	Heest	GS1 Netherlands
Nuno	Azevedo	GS1 Portugal	Seppa	Jongsma	GS1 Netherlands
Xavier	Barras	GS1 France	Earl	Lappen	GS1 Australia
Cassi	Belazouz	GS1 France	Krzysztof	Muszynski	GS1 Poland
Linda	Bennett	GS1 Sweden	Martine	Olivier	GS1 France
Wei	Во	GS1 China	Staffan	Olsson	GS1 Sweden (Chair)
Madalena	Centeno	GS1 Portugal	Carlos	Ramos	GS1 Mexico (Chair)
Jeff	Cowan	GS1 US	Paul	Reid	GS1 UK
Birgitta	de Gruijter	GS1 Netherlands	Sylvia	Rubio Alegren	ICA AB
Juliet	Espinosa	GS1 Colombia	Michael	Sadiwnyk	GS1 Canada
Angela	Fernandez	GS1 US	Philipp	van Sambeck	GS1 Germany
		GS1 Belgium &	Violeta	Vargas	GS1 Peru
Robin	Goossens	Luxembourg	Krisztina	Vatai	GS1 Hungary
Harshal	Gore	GS1 UK			
John	Hearn	GS1 Australia			

Global Office DQ Team: Pete Alvarez, Donna DiPietro, Lorraine Knight, and Carolyn Lee



Data quality strategy roadmap

Programme

Industry Need

Assess <u>after</u> deployment of MDS and BO Certification

Use Case Based DQ Implementation Guides the MO) Cross-border Data Requirements

Deploy FY 2016/17

Brand Owner Certification (administered by the MO)

DQ best practices at the Source

Deploy FY 2016/17

Master Data Services Self-certification for MOs Consistent
Master Data
Services Across
Countries



Market ready

- The programme can apply to any industry
 - Content is ready for Omni-channel use and evolving markets



- Can be leveraged to achieve greater data quality in healthcare
- Better information to consumers and legal requirements, such as EU-1169 among others
- Automated online eLearn course designed to help prepare the MO for the self-certification process
- Complete listing of milestones and timeline is provided for each MO once the deployment process starts



Benefits for brands and retailers



- Improves data quality at the source, and across the supply chain: Globally harmonised data quality certification programme
- Better information for consumer experience:
 The quality of the data and image is a direct reflection on the quality of the product
- Images are verified to meet the Retailer's needs
 - Online shoppers prefer selecting a product with an image
- Verified weights, measurements and images compliant with GS1 standards
- Complete and accurate information for space planning
- Sales increase when information is accurate and linked to an image



Benefits for MOs



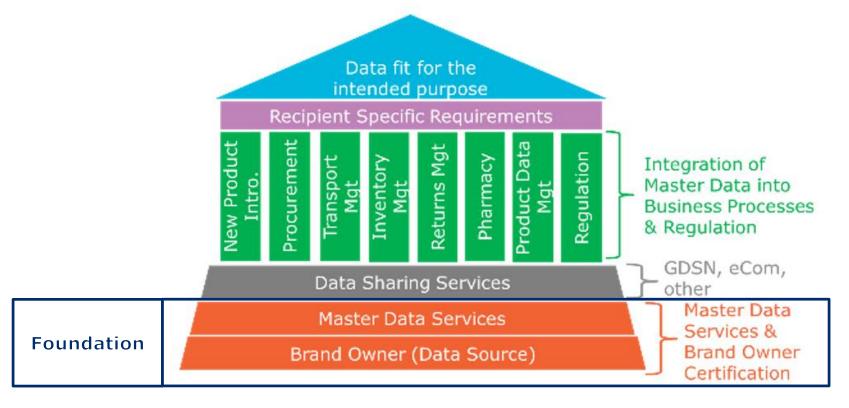
- Provides a well-structured MDS programme based on best practices
- A Roadmap is included in the documentation, with step-by step instructions
- Provides a pivotal opportunity for the MO to offer greater value between the Data Source and the Data Recipient, including consumers
 - Critical role in the information supply chain
 - MO is seen as adding a value to DQ; with the digital data explosion this demand will grow
- Positions the MO to become a 'trusted advisor' in addressing Master Data business challenges

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Building the foundation

Data fit for the intended purpose!





Everything you need to know



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search

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VP

Home > Services > Master Data Services

Master Data Services

Master Data Services Self-Certification and Brand Owner Certification Programme

The goal of this programme is to improve data quality at the source by establishing a foundational set of certification requirements for Master Data Services Self-Certification of a Member Organisation, and to provide guidelines for Brand Owner Certification, should the Member Organisation choose to offer a certification programme to their Brand Owners.

A standardised set of certification requirements is intended to improve the quality of information and images at the source, thereby improving the trust and use of the information as it travels downstream to the ultimate data recipient, whether it is a retailer, hospital, regulator, consumer or patient.

- Overview
- Background
- **■** Eligibility
- Deployment
- Training
- Reference
- People

LEARN:

MDS and Brand Owner

Certification Programme

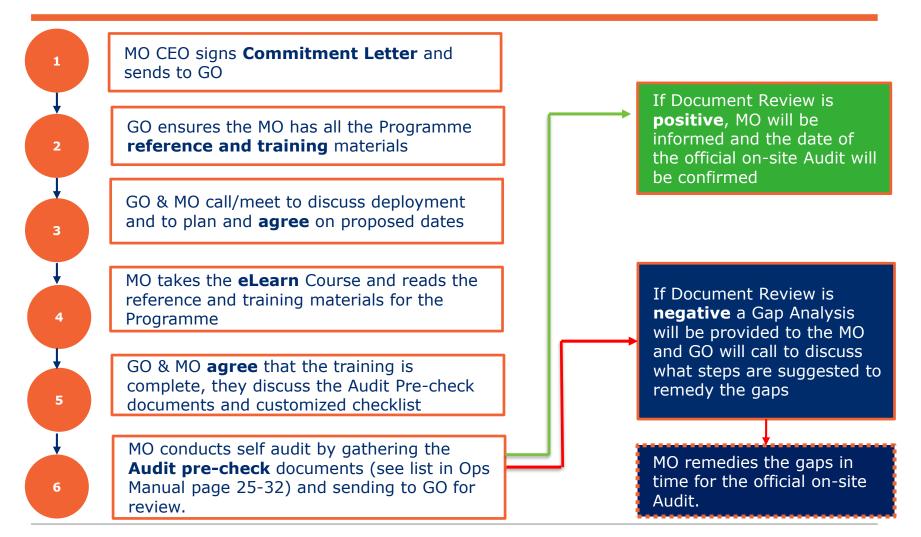
CLICK HERE FOR:

Programme Reference Documents

QUESTIONS? Contact

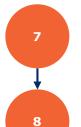
helpdesk@GS1.org

Master Data Services Self Certification -8 Steps to Deployment





Master Data Services Self Certification -8 Steps to Deployment



GO conducts **official Audit on-site** at the MO (MO will provide documents as requested)

GO provides an **Audit Report** to the MO with a pass/fail.

There is visibility throughout this process. Should an MO disagree with the Auditor's assessment they have the option to appeal the results through the Appeals Committee

If the Audit Report is positive (pass), Deployment is Complete and the MO will be provided with a Certificate of Compliance and a Seal

If the Audit Report is **negative** (fail) a Non-conformity Report will be provided to the MO describing the non-conformities and the timeline to remedy.

MO remedies the nonconformities and submits to GO to determine if they meet the criteria and issue a final pass/fail to the MO



Deployment plan example - GS1 US

((GS [*] 1		GS1 MDS & Brand Owner Certification Deployment Plans - Pilot MOs 7 Mar 2017						
Task	МО	STEPS	TASK DESCRIPTION (unhide column E to view task detail)	TASK DETAIL	wно	START DATE	END DATE		
1	GS1 US	Initiate	CEO Commitment Letter	Receive CEO commitment letter from GS1 US indicating they wish to participate in the Programme. This initiates the beginning of the LAUNCH of the MDS & Brand Owner Programme Deployment	Jeff Cowan	31-Oct-16	30-Nov-16		
2	GS1 US	Learn	GO sends Programme and Training materials for GS1 US to review.	Send out all relevant documentation to start the MDS process including, the eLearn link which is a prerequisite for future phases. This must be done before the next step; Timeline Kick Off Meeting.	Jeff Donna	16-Dec-16	16-Dec-16		
3	GS1 US	Meet- Collaborate & Agree	Timeline Kick Off Meeting	GO meets with GS1 US to agree on the MDS Deployment timelines and project plan. (GO sends Deployment Plan with potential dates in advance)	Jeff Pete Lorraine Carolyn	2-Jan-17	5-Jan-17		
4	GS1 US	eLearn	GS1 US takes eLearn course	GS1 US takes eLearn course (Modules 1-3), and reads Programme Information.	Jeff	16-Dec-16	10-Feb-17		
5	GS1 US	eLearn - check in	GO calls GS1 US to assess level of understanding of the Programme and see if the MO is comfortable and is ready to move forward	GO calls GS1 US to determine if GS1 US has a full understanding the Programme or, requires additional GO led webinar training. If additional training is needed, GO will schedule additional webinars and the project plan and timeline will be amended as needed.	Jeff Carolyn	9-Feb-17	10-Feb-17		
6	651 63	Audit Pre- check	GO Provides Customized Checklist (if needed)	GO provides an MDS and/or Brand Owner Checklist customized for GS1 US to prepare for the Audit pre-review and subsequent steps	Carolyn	10-Feb-17	10-Feb-17		
7		Audit Pre- check	GS1 US Conducts Self-Audit	GS1 US conducts self Audit for pre-review	Jeff	20-Feb-17	6-Mar-17		





GS1 Colombia Data Quality Program

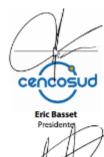
Julian Lasso, GS1 Colombia February 2017







The Team Behind Initiative











José Gabriel Loaiza Herrera Vicepresidente Comercial y de Abastecimiento



Subdirector Mercadeo Social



Jimmy Char Navas Vicepresidente Comercial



Gerente General

Éder Alonso Castellanos

Gerente General

Jorge Peláez Gerente Comercial

William Gómez





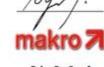






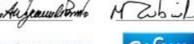
Luis Prieto Gerente Comercial





Eelco De Graaf Chief Operating Officer









José Antonio Brito Chief Commercial Officer

Mauricio Rubio Buitrago Subdirector Comercial

Samuel Giraldo Gerente Supermercados









Luis Felipe Gutiérrez Gerente General















National Plan of Homologation, Validation and Quality Information

Identification



Identification of the product with GS1 standards system and printing of barcode with due quality parameters

Data Capture



Data capture of the most critical physical attributes such as long description, volumetric data, images ... with a provider certified

Data Synchronisation



Use of GDSN Certified
Data Pool to exchange
the captured
information for
existing products and
guarantee quality
information during the
product introduction.

Certify



GS1 Colombia will certify suppliers based on Data Quality Framework so they can synchronize products directly with the data recipients without passing the capture process by a third party.



Certify Process



PHASE I

Documentation review

Based on the requirements defined in the Data Quality
Framework



PHASE II

Audit of the process

Of synchronization of the information the product via Data Pool and inspection product



Challenges

- For the MO's is necesary has a platform to collect information different to Data Pool.
- Suppliers in Colombia do not measure product's data quality.

"If you can't measure it, you can't manage it"



Challenges

Many companies do not use correct the GS1 standard



2.453
Products
1.5%





Figures



Suppliers Certified in 2015

19 Suppliers Certified in 2016

17 Suppliers in process in 2017

Retail in process

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367.062 Products certified since 2014



Thank you!!!!



GS1 US National Data Quality Program

Jeff Cowan, Director Retail Grocery & Data Quality, GS1 US

March 2017



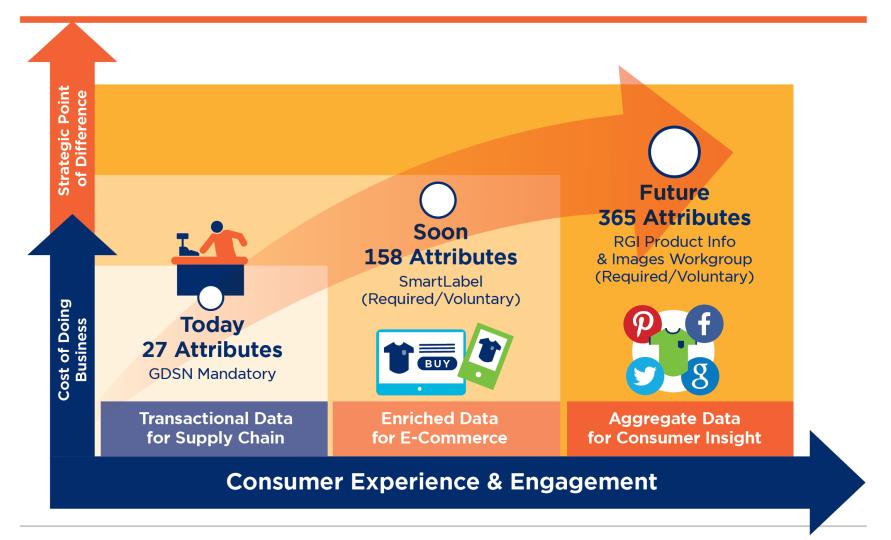


Our Data Quality Journey

2009-2010	2012	2013	2014	2015	2016	2017 ->
Fragmented efforts to assess Data Quality within each industry	Warehouse & Barco Quantitative data o and data complete (GS1 US, Member	on barcode quality ness				
	Data Integrity – 5 Point Program launched with solution partners (1WS)		Data Quality Discuss (GS1 US – All Sector			
			Data Quality defined			
			Pilot Assessments do participating brands, scorecard published measures	~4K items,		
			National Data Quality established	/ Program		
			GS1 US Board of Govendorsed/approved to November 2014. Ag voluntary effort with adoption under these	this program in reement to begin as GS1 US to monitor		
				TPA Endorsement of NDQP Goal for Adoption and Use established	NDQP Rollout & Updated Scorecard publication	
						Industry Initiatives incorporate DQ into all WG efforts



Data is a strategic asset





GS1 US National Data Quality Program

National Data Quality Program

DATA
GOVERNANCE
PROCESS

Master Data Management EDUCATION & TRAINING PROTOCOL

ATTRIBUTE AUDIT

INDUSTRY BEST PRACTICES

Supplier/Manufacturer, Wholesaler/Distributor, Receiver/Buyer/Provider

BUSINESS SECTORS

Apparel, General Merchandise, Hardlines, Healthcare, CPG, Grocery, Fresh Foods, Retail, Foodservice



Based Upon 5-point best practices

- 1. Adhere to GS1 Standards and Rules for foundational attributes in internal setup
- 2. Assign data owners throughout the organization
- Appoint one entity/department/individual as the sole owner of product data
- 4. Audit all new items produced in a sustainable production environment ready for shipment (finished goods)
- Execute communication on attributes, both internally and externally



Brand Owner Data Quality Certification Overview



The Case for Certification

- A certification program will provide industry with a consistent, standards-based approach to ensure the proper processes, and procedures are in place to ensure consistent, accurate, complete data over time.
- Short-term: reduces the need for demand-side audits and scorecards while their supply-side partners modify their current business practices.
- Long-term: eliminates the need for demand-side audits and scorecards.
- Will result in efficiencies for all trading partners.



GS1 US National Data Quality Program

- Organizations can apply to GS1 US or a certified Solution Partner for certification.
- Several options exist for certification:
 - Category
 - **Business Unit**
 - **Business Process**
 - **Business System**
- Organizations determine how they will become certified (e.g., single category, all categories at once, etc.).



GS1 US National Data Quality Program Tools

- 1. Quick Start Guidance
- 2. GS1 US National Data Quality Program Framework
- 3. GS1 US National Data Quality Program Assessment
- 4. GS1 US National Data Quality Program Data Governance Best Practice Guidance
- 5. GS1 US National Data Quality Program ROI Calculators
- 6. Data Quality Solutions provided by GS1 US Advisory Services

www.gs1us.org/data-quality



The Effect of a ½ pound on Transportation Costs

	Scenario 1 (Existing data)	Scenario 2 (Measured d	ata)
Case Weight	9.5 lbs	9.0 lbs	Case weight is actually 1/2
Pallet Weight	1,900 lbs	1,800 lbs	pound less
Truck Weight Limit	45,000 lbs	45,000 lbs	Extra ½ pound per case allows 2 additional
Pallets per Truck	23 pallets	25 pallets	pallets per truck
Cases per Truck	4,600 cases	5,000 cases	400 more cases per truck
# Trucks	109	100	9 less trucks
Cost per Truck	\$3,000	\$3,000	
Total Costs	\$327,000	\$300,000	
\$27,000 in Savings			

At **200 SKUs**, and **just 3%** have the case weight overstated in a similar fashion: That would be **\$162,000** in potential savings!



What we have learned and next steps



Benchmark (2014) Aggregate Item & Case Scorecard

Item

Sample size: 1,754 unique GTINs

Physical Audit compared to Master Data		
KPI	% Accurate	
Item Accuracy* (height, width, depth)	79.5 %	
Pack Quantity	73.3 %	
Country of Origin (COO)	89.1 %	
Brand	54.2 %	
Declared Net Content/UoM	97.3 %	

*Item Accuracy Detail	
KPI	% Accurate
Height	85.2 %
Width	88.7 %
Depth	87.7 %

^{*}The overall accuracy identifies the percentage of items that had a 100% match of the sync versus audited dimension values

Inner

Sample Size: 74 unique GTINs

Physical Audit compared to Master Data		
KPI	% Accurate	
Inner Accuracy* (height, width, depth, gross weight)	31.1 %	
Pack Quantity	95.9 %	
Country of Origin (COO)	86.4 %	
Brand	66.2 %	
Declared Net Content/UoM	N/A	

*Inner Accuracy Detail		
KPI	% Accurate	
Height	54.1 %	
Width	52.7 %	
Depth	48.6 %	
Gross Weight	86.1 %	

Case

Sample Size: 1,700 unique GTINs

Physical Audit compared to Master Data		
KPI	% Accurate	
Case Accuracy* (height, width, depth, gross weight)	55.5 %	
Pack Quantity	79.3 %	
Country of Origin (COO)	78.0 %	
Brand	78.2 %	
Declared Net Content/UoM	N/A	

*Case Accuracy Detail		
KPI	% Accurate	
Height	85.2 %	
Width	91.8 %	
Depth	93.3 %	
Gross Weight	71.4 %	



Industry Progress (Nov 2016) Aggregate Item & Case Scorecard

Item

Sample size: 756 unique GTINs

Physical Audit compared to Master Data		
KPI	% Accurate	
Item Accuracy* (height, width, depth)	60.6 %	
Pack Quantity	99.3 %	
Country of Origin (COO)	86.3 %	
Brand	98.0 %	
Declared Net Content/UoM	79.5 %	

*Item Accuracy Detail		
KPI	% Accurate	
Height	77.8 %	
Width	72.6 %	
Depth	68.4 %	

^{*}The overall accuracy identifies the percentage of items that had a 100% match of the sync versus audited dimension values

Inner

Sample Size: 607 unique GTINs

Physical Audit compared to Master Data	
KPI % Accurate	
Inner Accuracy* (height, width, depth, gross weight)	53.0 %
Pack Quantity	62.1 %
Country of Origin (COO)	100.0 %
Brand	100.0 %
Declared Net Content/UoM	N/A

*Inner Accuracy Detail		
KPI	% Accurate	
Height	64.6 %	
Width	65.7 %	
Depth	71.5 %	
Gross Weight	82.2 %	

Case

Sample Size: 695 unique GTINs

Physical Audit compared to Master Data		
KPI	% Accurate	
Case Accuracy* (height, width, depth, gross weight)	58.7 %	
Pack Quantity	42.0 %	
Country of Origin (COO)	90.6 %	
Brand	99.1 %	
Declared Net Content/UoM	N/A	

*Case Accuracy Detail	
KPI	% Accurate
Height	76.0 %
Width	84.0 %
Depth	85.2 %
Gross Weight	74.2 %



How customers leveraging the program Target's 2016 Data Quality Program

VENDOR CERTIFICATION model that validates Item Data Accuracy for **vendors by category**

Process

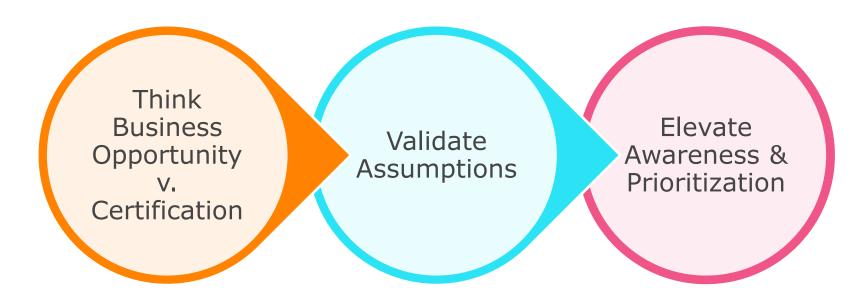
- Supplier needs to get 90% overall accuracy on both the ITEMS and CASE dimensions we audit in order to be certified.
- Supplier will be notified if they fail validation; will be given at least 120 days to clean up their own data before Target will perform another audit within same category.
- Certification valid for 3 years
 - Interim audits yearly for renewal.
 If a vendor fails, they lose certification.
 - Re-certification mandatory every 3 years.



Modeled after GS1 US National Data Quality Program



Industry insights & impacts



Industry has to **LEAD**.

Efforts are typically **under**estimated.



Current Activities

Expanding attributes

 Joint Retail Grocery & Foodservice Workgroup to align on eCommerce attribute needs

Certifying 3rd Party Auditors (Pillar 3)

- Available Jan 2016
- Certification: Company & Individual level
- 3 solution providers certified to date

Continue to Engage Brand Owners in the Program

Active pipeline managed by GS1 US

Global: GS1 Data Quality Framework

- Active participation and alignment with GS1 US industry-defined program
- GS1 US participating in proof-of-concept for Global Office MDS and Brand Owner Certification



Benefits of Item & Case Data Accuracy

Cost Savings:

- Improved trailer optimization
- Elimination of transportation fines
- Warehouse storage efficiencies
- Elimination of inaccurate weight and measure (penalties and fines)
- Proper product identification

Risk Mitigation/Cost Avoidance:

- 1. Digital order matches physical products
- 2. Consumer is able to see accurate product nutrition Information at time of order
- 3. Consumer is aware of ingredients/ allergens at time of order
- 4. Product transparency



Enhanced Collaboration:

- Improved trading partner relationships
- 2. Expedited new item setup
- Greater plan-o-gram accuracy
- Improved U.P.C. transition

Improved Retail Execution:

- 1. Accurate order delivery
- Reduction of out-of-stocks
- Improved speed to shelf execution
- More effective promotion execution
- Integrated digital experience

Shopper Benefits:

- 1. Comprehensive and seamless shopping experience
- 2. Accurate price/product compare to shelf tag
- 3. Improved on-shelf availability
- 4. Improved consumer brand confidence
- 5. Improved consumer retailer loyalty



Industry Roles

BRAND OWNERS

Best Practice for Data Governance Create, Maintain, and Share Accurate, Timely, and Complete Data

Institutionalize Electronic Data Exchange
Measure product from stable production
environment

Ongoing Audit

DEMAND SIDE PARTNERS

Best Practice for Data Governance
Receive data from suppliers
Institutionalize Electronic Data Exchange
Allow data to flow through to internal systems

DQ Program

SOLUTION PARTNERS (AUDITORS)

Program Execution
Provide data feed to scorecard

GS1 US

Program Governance & Execution

Develop and Maintain Best Practice Guidance,
Education & Training Execution

Scorecard Execution

SP Certification



GS1 US National Data Quality Program



Data Governance Process:

- A strong data governance process is essential to strong master data management - leading to good quality data.
- Within the GS1 US National Data Quality Program, an organizations master data management and data governance process is assessed to determine the degree which people processes and procedures are in place to ensure quality data is maintained.



Education & Training Protocol



Education & Training

- Within the GS1 US National Data Quality Program, an organization's Education and Training Protocol is examined to:
 - Determine if those responsible for data quality have been trained
 - Assess the method(s) by which they are kept current
- The assessment is comprised of three quizzes
 - GTIN Management Standard
 - GS1 Package Measurement Rules
 - GDSN if applicable



Attribute Audit



Attribute Audit

- The ultimate proof of an organization's capacity to produce and maintain good data lies within the product information itself.
- Within the GS1 US National Data Quality Program, the Attribute
 Audit assesses certain key product attributes to verify that the
 attribute information being shared matches the physical product.



Data Quality Attributes



Foundational

- Brand Name
- Declared Net Content/UoM
- Pack Quantity
- GTIN

Once the GTIN is shared with a trading partner – a change to any of these attributes, independent of which stage in the product development cycle (pre-production or production) will need to adhere to the GS1 GTIN Allocation Rules.

Fundamental

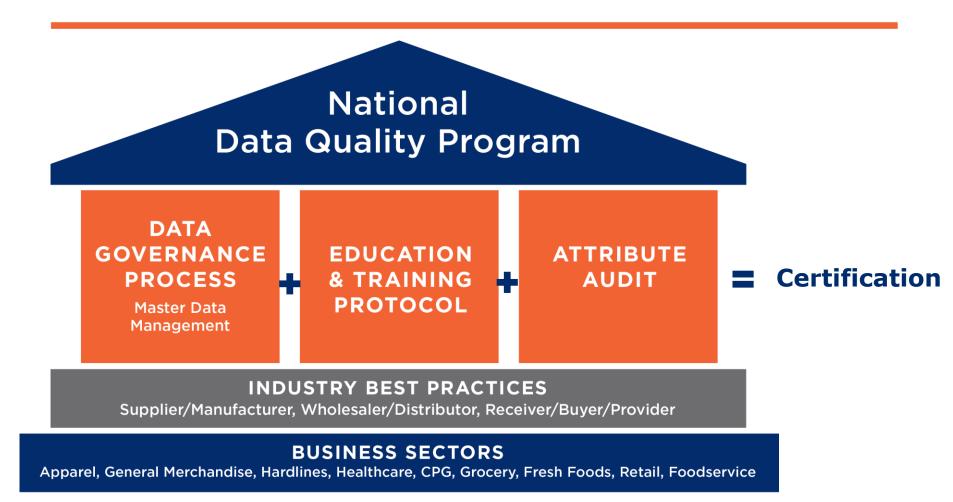
- Linear Dimensions (height, width, depth) *
- Gross Weight /UoM*
- Country of Origin
- Ti-Hi

A change to any of these attributes in the product pre-production stage does not require adherence to the GS1 GTIN Allocation Rules. Once in production the rules will need to be adhered to.

*Overall Accuracy: if any of the linear dimensions or gross weight is out of tolerance – the item/case is considered inaccurate.



What Does The Program Cover?





Interim Audits: Attribute Audit Only

- Performed annually between certification cycles to validate sustainable processes.
- Use the same process and requirements as Attribute Audits for initial certification but the sample size and the sample pool are different:
 - Half the size of the initial audit.
 - Varies by year:
 - Year 1: representative of the top 20% of sales revenue plus new items.
 - Year 2: representative of the top 50% of sales revenue plus new items.
 - Year 3: representative of the entire portfolio.

The incrementally larger sample pool allows suppliers to focus on cleaning up the data of existing items.



Take a moment to rate this session





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