



GPC Context Overview

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Chair Global Product Code Standards Committee
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GS1 in a nutshell

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GS1 in a nutshell



**The global
language of
business**

GS1 is a not-for-profit organisation that develops global standards for the identification of goods and services.

GS1's standards foster **cooperation** and encourage **information-sharing** worldwide.

Thanks to GS1, businesses and organisations can improve the **efficiency** of their supply and demand chains by adding useful information to any exchange of goods or services.



GS1 in numbers

A fully integrated global organisation, GS1 was formed in early **2005** from the joining of EAN International , Electronic Commerce Council of Canada, and the Uniform Code Council (UCC) .

- **30** years of experience
- **104** member organisations representing **all points** in the supply chain
- Over a **million** companies doing business across **145** countries
- Over **20** represented sectors (FMCG, healthcare, transport, defence...)
- Over **5 billion** transactions a day

GS1 is the most widely used supply chain standards system in the world.



GS1: A Broad Portfolio

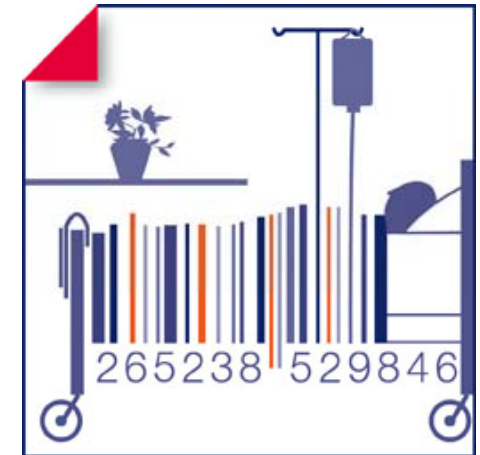
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GS1 offers **solutions**, each integrating a number of GS1 products.



Traceability is a robust solution for tracking and tracing items such as food or pharmaceuticals through the supply chain.

Patient Safety ensures the prevention of medical errors and counterfeiting through the healthcare supply chain.





GS1: A Broad Portfolio

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GS1 has active programs in several specific industry sectors.



Healthcare: In 56 countries worldwide, GS1 standards have been chosen to identify pharmaceutical products uniquely. Major regulatory bodies have endorsed them, including those in the US, Japan and the UK.



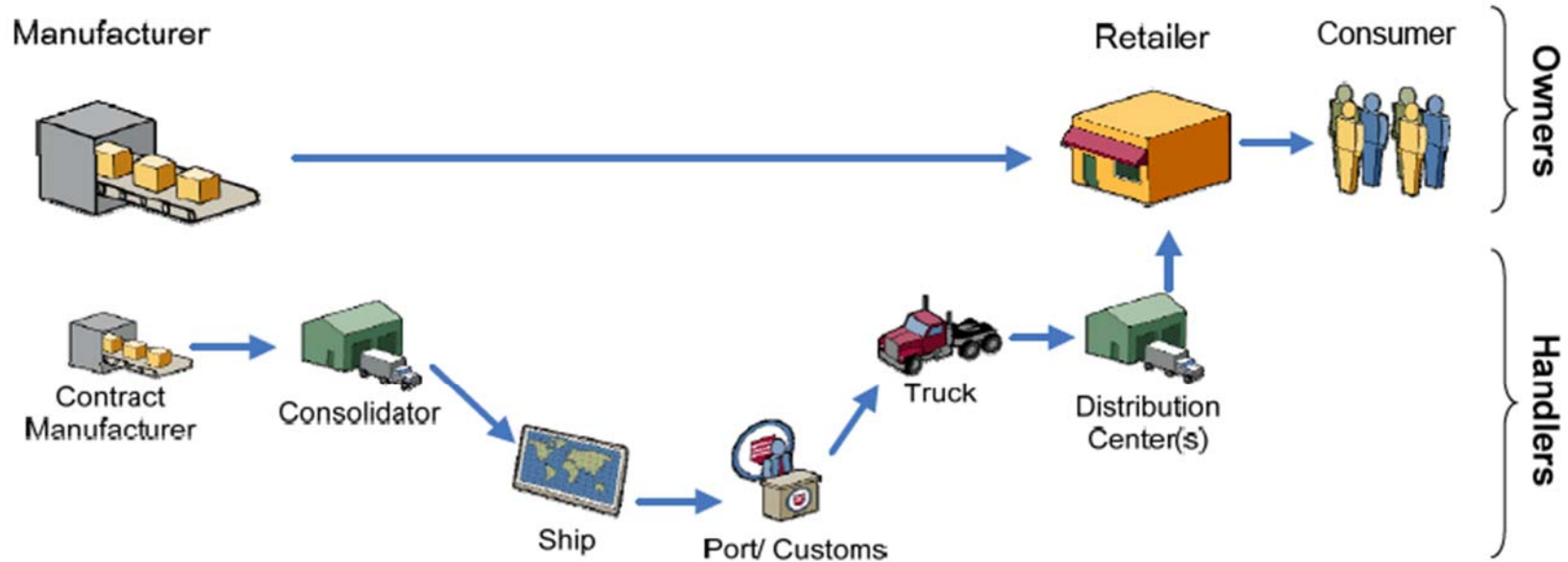
Defense: Global Solutions offered by GS1 play a role in the defence sector including but not limited to procurement, logistics and asset tracking. GS1 standards are endorsed by the North Atlantic Treaty Organisation (NATO).



Transport & Logistics: Today no transport and logistics company can be efficient without robust information technology and data communication support. GS1 standards help hundreds of T&L companies.



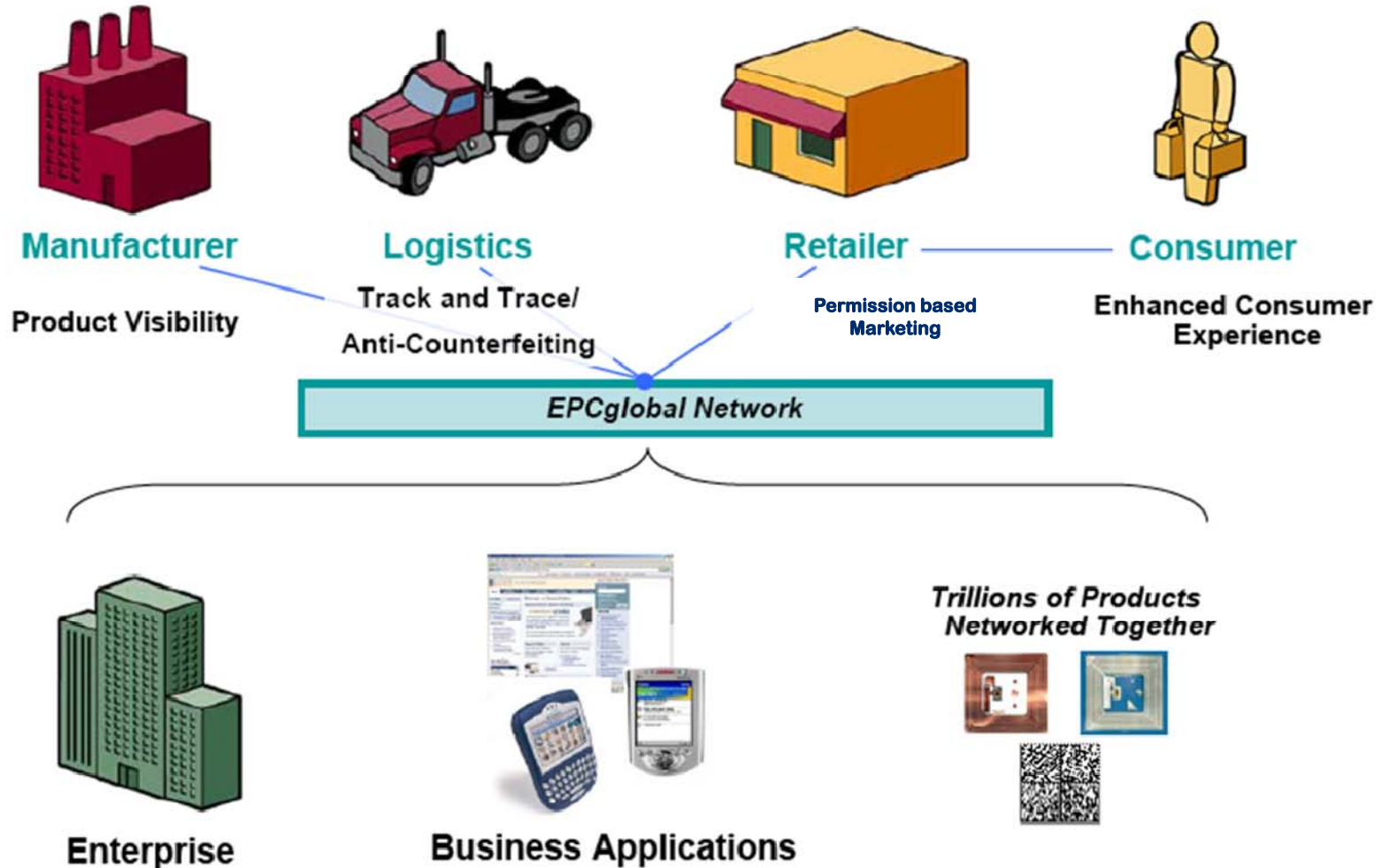
The Supply Chain is Simple...Right?



- Even “Simple” supply chains have multiple touch points and handlers before reaching a final destination.
- Different actors may physically possess, but do not own, products (e.g. shipping)
- Complex supply chains, with multiple product owners, have a greater need to locate products and ensure they were sold through the proper channels.



Vision: An Interconnected World





Anti-Counterfeit or Brand Protection

- Was my product sold and distributed via the expected channels?
 - Have counterfeit products entered the supply chain?
 - Has the product been authenticated?



Chain of Custody

- Where did my product come from?
- Can the chain of custody be trusted?
- Where is my product located now?
- Was the shipment received securely as it moved across the ocean?



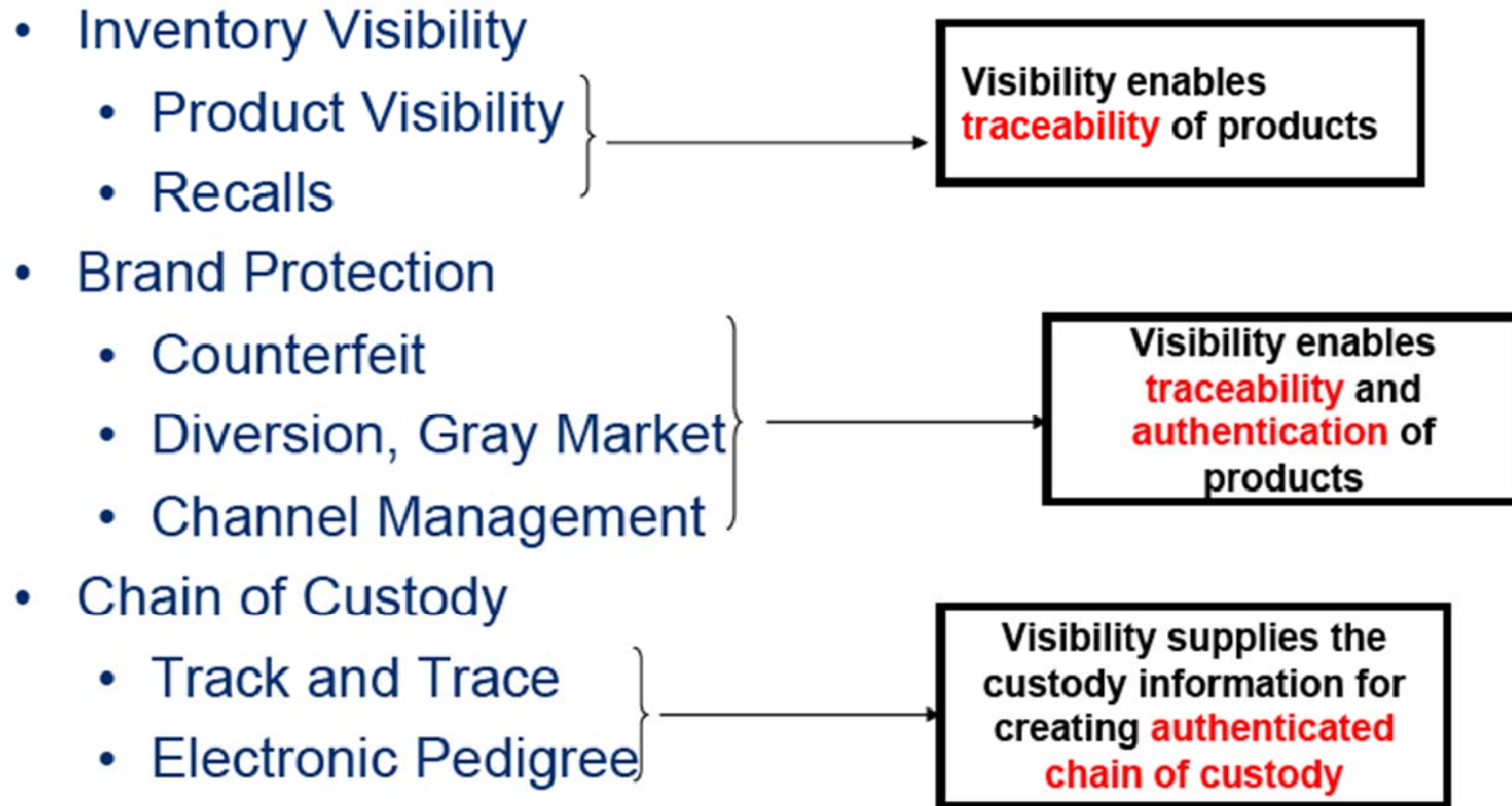


Inventory Visibility

- Have the displays reached the needed intermediate locations yet for next month's promotion?
- Where are the units in the lot that need to be recalled NOW?
- Where are the items with an expiration date of today?



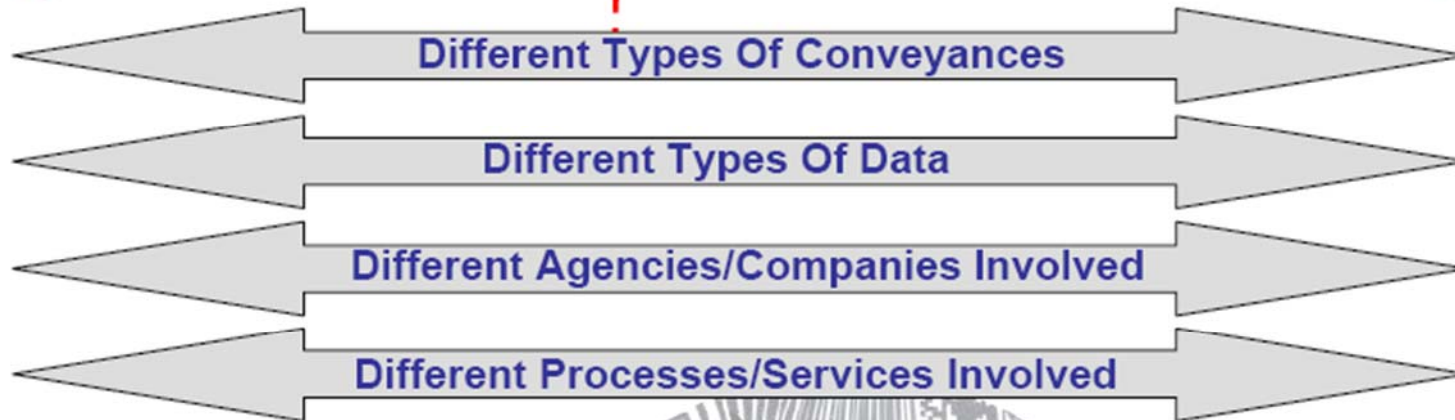
Business Use Cases for Visibility





Global Visibility Standards Challenges

Origin Country **Border Crossing** **Destination Country**





The GS1 Working Committee – Mobile Commerce Interface

Product Recall

Traceability

- Product identity
- Product integrity

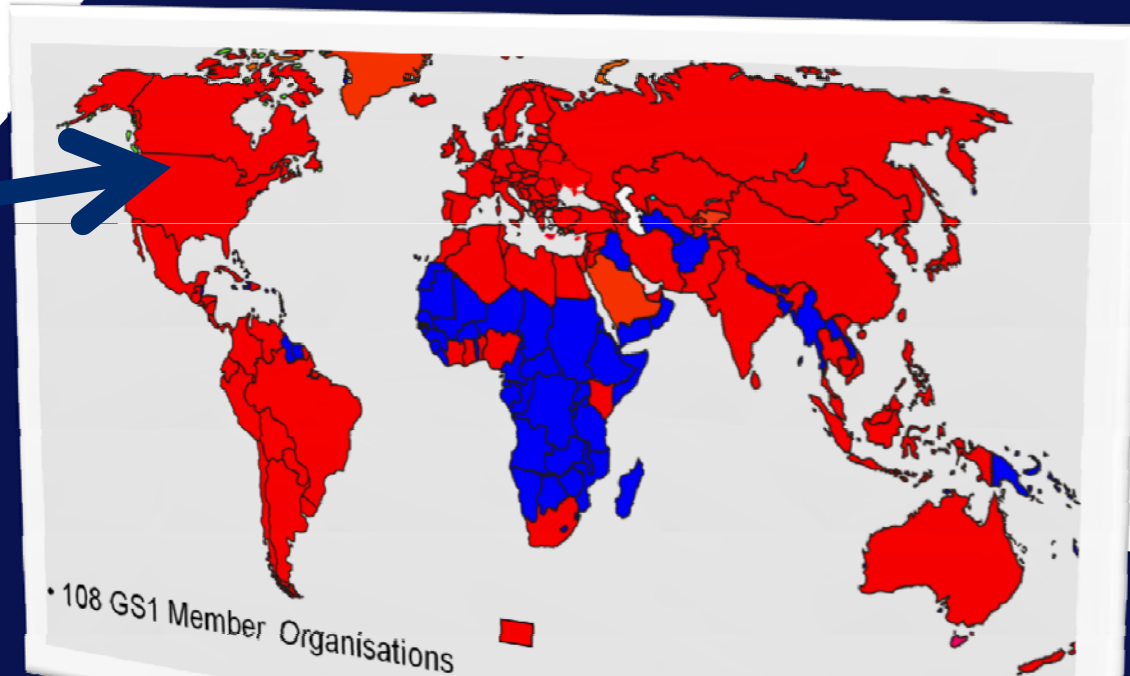
World Issues

- Green
- Country of origin
- Blood-free
- Organic
- Kosher
- Fair-trade
- Security





GS1 North America Joint Venture



New Ways of Working Together - 2008

- Product Recall / Traceability - Collaboration Zone
- Empty Miles / Sustainability – Collaboration Zone
- 1SYNC Item Centre - GDSN



GS1: A Broad Portfolio

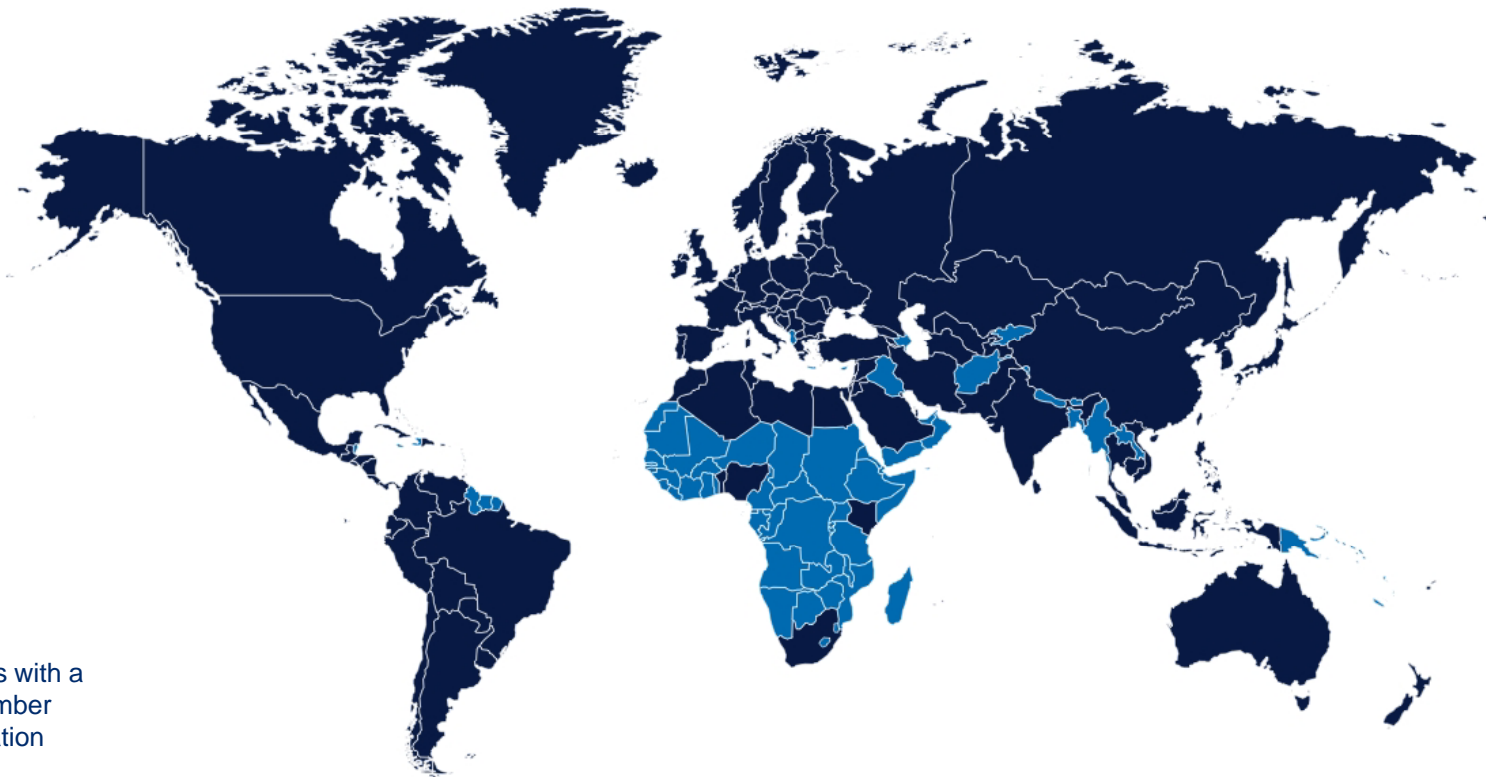
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GS1 provides a wide variety of **services** to its user companies.

- Implementation support
- Benchmarking
- Verification tools and calculators
- Consulting services
- Software
- Guides and manuals
- Training and education
- Helpdesk
- And more...



GS1 Member Organisations



■ Countries with a GS1 Member Organisation

■ Countries served on a direct basis from GS1 Global Office (Brussels)

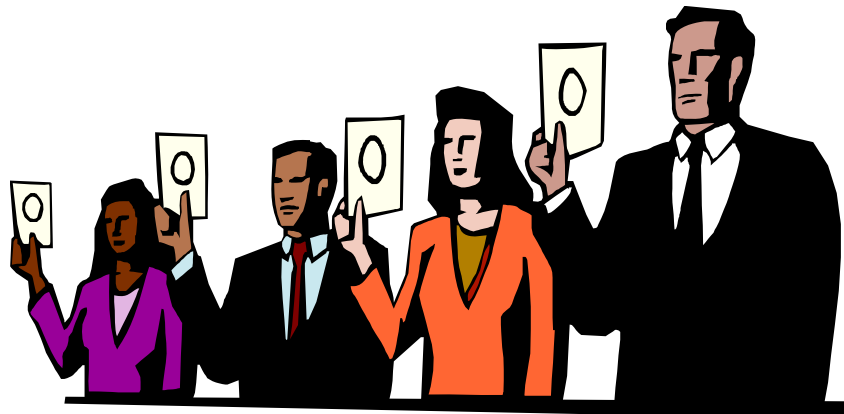
**108 Member Organisations.
150 Countries served.
Local services, global reach.**

GS1: Yesterday and Today





From merely a standards-making body...





...to a complete **standards** and **services** organisation.

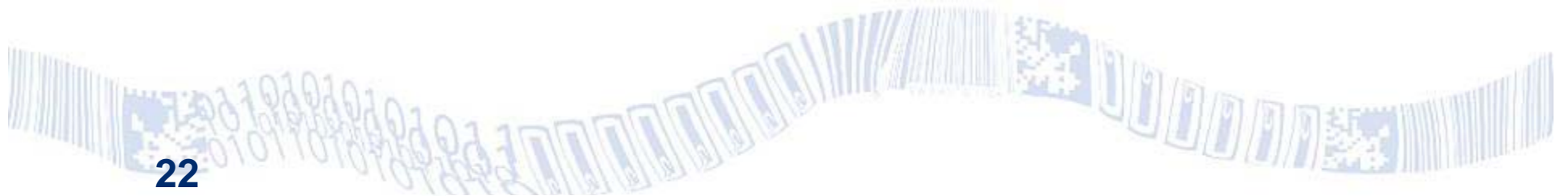




GS1: Values

- GS1 is a not-for-profit organisation
- GS1 is neutral from our business partners
- GS1 is user-driven and user-governed
- GS1 serves all companies: from multinationals to SMEs
- GS1 is a platform for collaborative agreement between partners
- GS1's employees and associates are our most important asset

GS1 Products





The GS1 System



The GS1 System

An integrated system of global standards that provides for accurate identification and communication of information regarding products, assets, services and locations.

GS1 ID Keys

GS1 Identification Keys are non-significant, secure and global unique numbers which support the identification of items, services, locations, logistic units and returnable containers



GS1 ID Keys



GTIN: Global Trade Item Number

The GS1 ID Key assigned to any product or service that may be priced, or ordered, or invoiced at any point in any supply chain.



GS1 ID Keys



SSCC: Serial Shipping Container Code

The GS1 ID Key for an item of any composition established for transport and/or storage, and that needs to be managed across the supply chain.



GS1 ID Keys



GLN: Global Location Number

The GS1 ID Key used to identify physical locations of items in the supply chain.



GS1: A Broad Portfolio

GS1 has a full portfolio of **products**.



Global standards for automatic identification
Rapid and accurate item, asset or location identification



Global standards for electronic business messaging
Rapid, efficient & accurate business data exchange



The environment for global data synchronisation
Standardised, reliable data for effective business transactions



Global standards for RFID-based identification
More accurate, immediate and cost effective visibility of information



GS1 Traceability Foundation

GDSN and EPCN currently have a shared dependency on core product information



Source : An Integrated View of Global Data Synchronization and EPCglobal Network
Published by Global Commerce Initiative and IBM



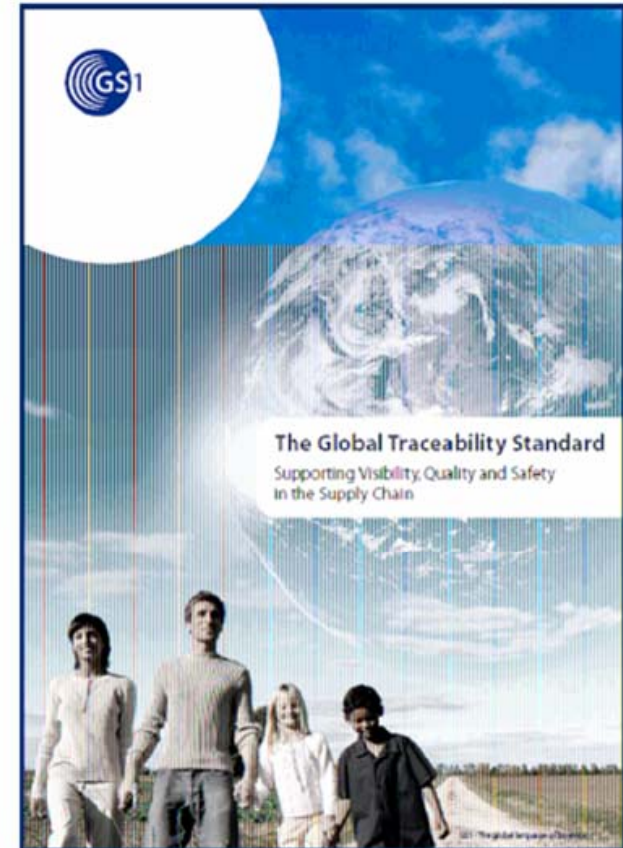
GS1 Canada Leadership GS1 Traceability Standards



GS1 Canada Key Registries Today

- Canadian Grocery Product Registry
- Canadian Pharmaceutical Product Registry
- Canadian Vaccine Product Registry
- Canadian Food Service Product Registry
- Canadian GS1 Prefix Registry
- Canadian GLN Registries

- TBD - Canadian Medical Surgical Product Registry

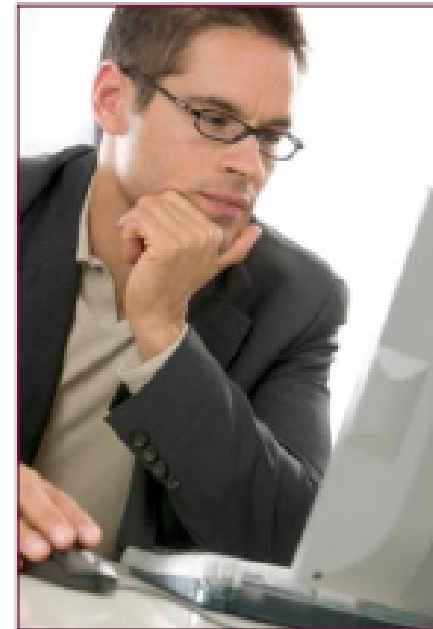




What is Data Synchronization

Every company has a **database** filled with master data about the products they make, or sell, or buy

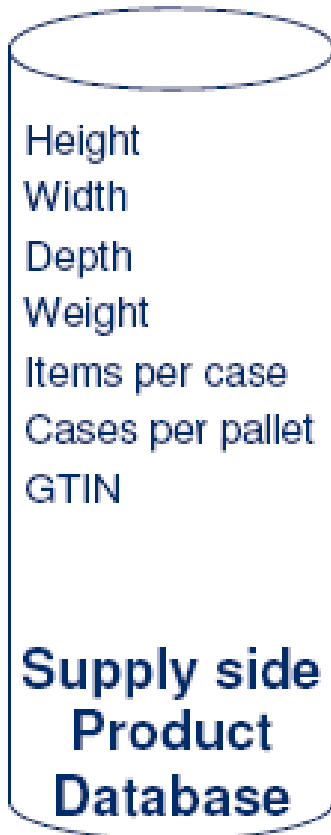
But when one company needs to **change** any bit of information in their database or **add a new item** to it, **another database may not be up to date anymore...!**



The GS1 Global Data Synchronisation Network (GDSN) enables a single point of truth for master data.



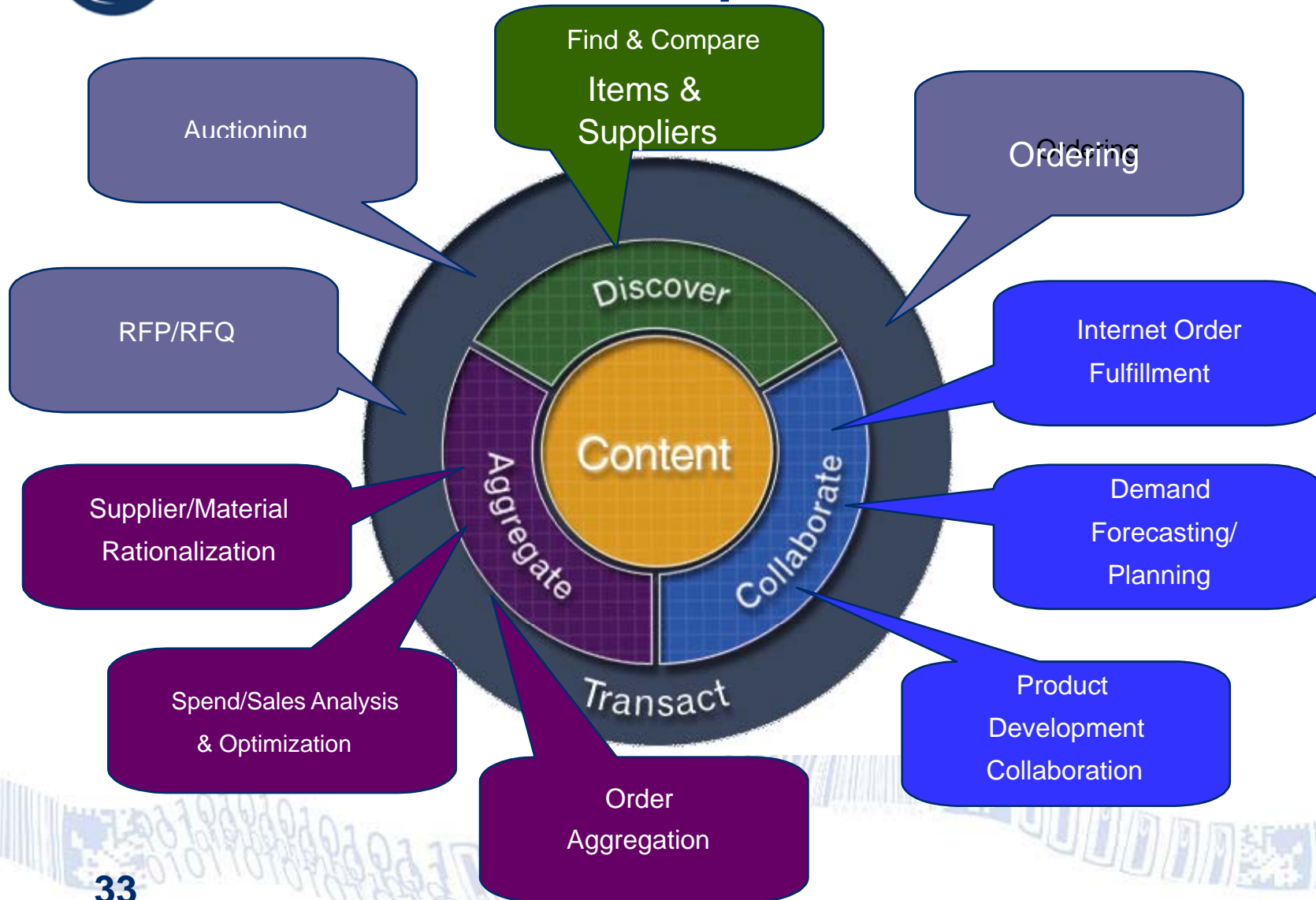
Synchronizing Master Data



**Trading partners
synchronising master data
can rely on the information
in their database**



Why is Master Data Catalogue (Content) Important?



Solid Base of Standards in Place



Business Messaging Standards

Trade Item Synchronisation

Extended Attributes

Package Measurement Rules

Catalogue Item Synchronisation

Data Quality Framework

Data Pool Certification

Price Synchronisation

Global Product Classification
and more ...

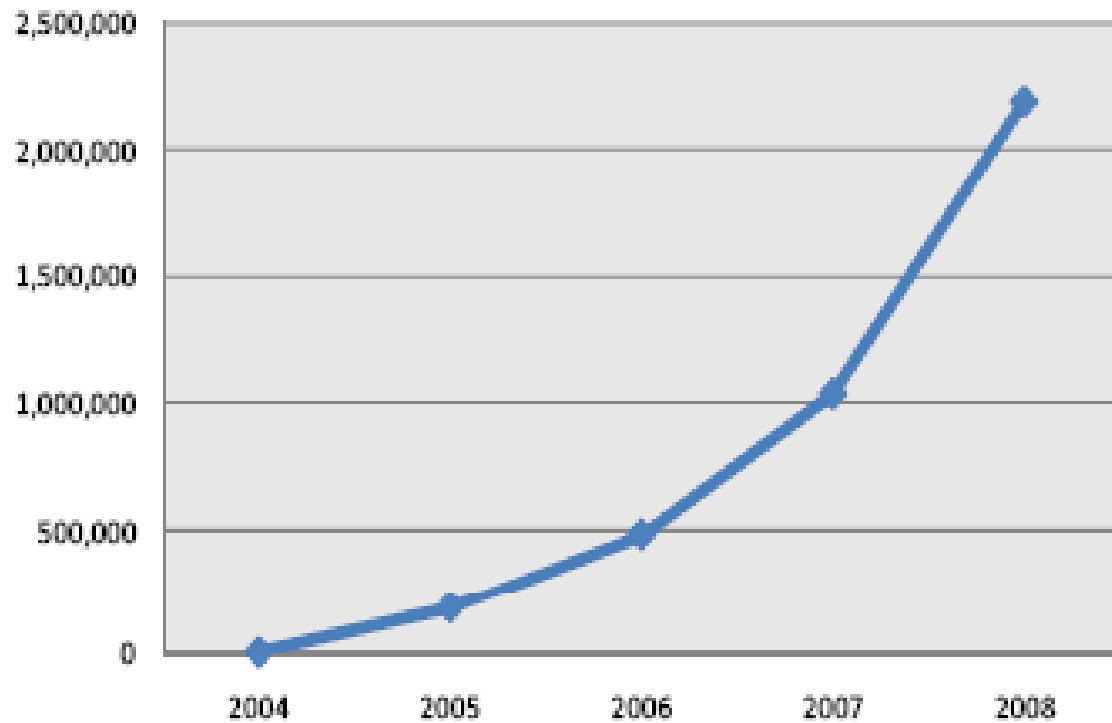
**Solid base of Standards and Guidelines in place
to build a reliable Master Data Management programme**



GDSN 

Increased Adoption Momentum

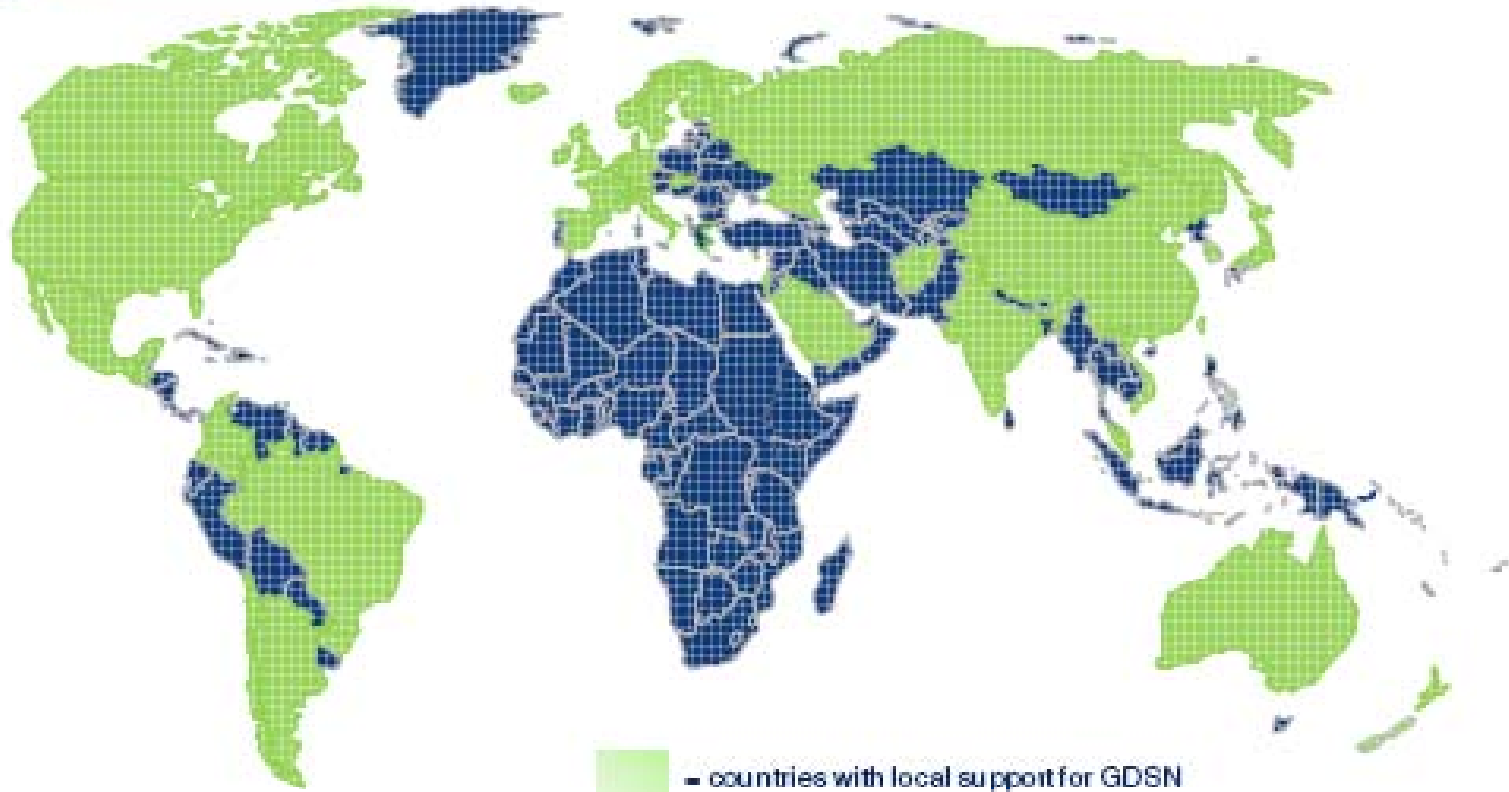
Items registered in the Global Registry



Trading Partners:
from **200** in 2005
to **15,561** in 2008

Certified Data Pools:
from **7** in 2005
to **23** in 2008

Broad Geographic Coverage



Global Reach – Local Reach

Local support for GSDN in 50+ countries



Global Product Classification



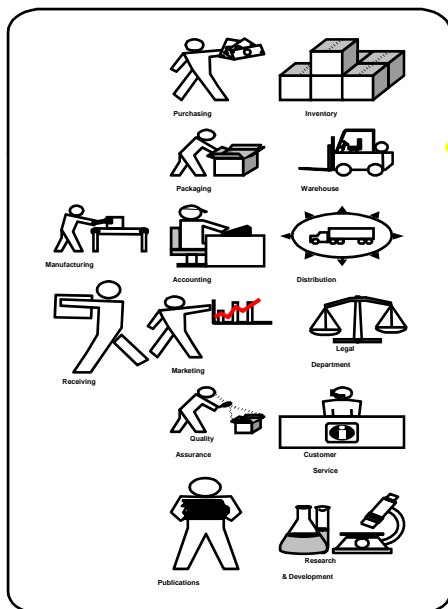
GDSN uses GS1 GPC

- Ensures products are classified **correctly and uniformly**
- Gives buyers and sellers **a common language for grouping products in the same way, everywhere in the world**



Why Address Classification at all?

Selling Organizations



Many functions, different classification needs

Map Internal Product Classifications

GS1 Industry Classification Standard(s)

Map Internal Product Classifications

Buying Organizations



Sellers need flexibility to profile products in multiple views and align to internal classifications without compromising own systems.

Buyers need to align products to multiple internal classifications structures (Buyer, Merchandiser, Logistics...)

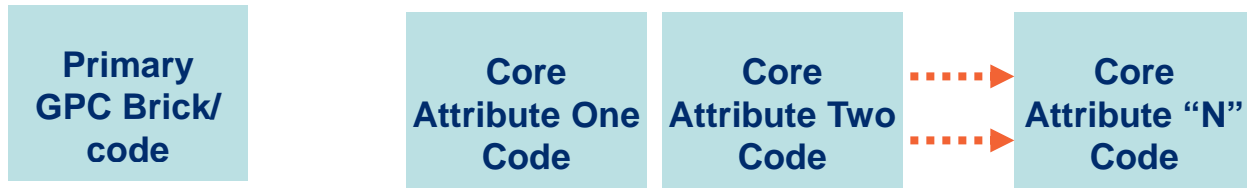


GDD Data Structure

GS1 Global Data Dictionary



Product Classification Fields



Mandatory

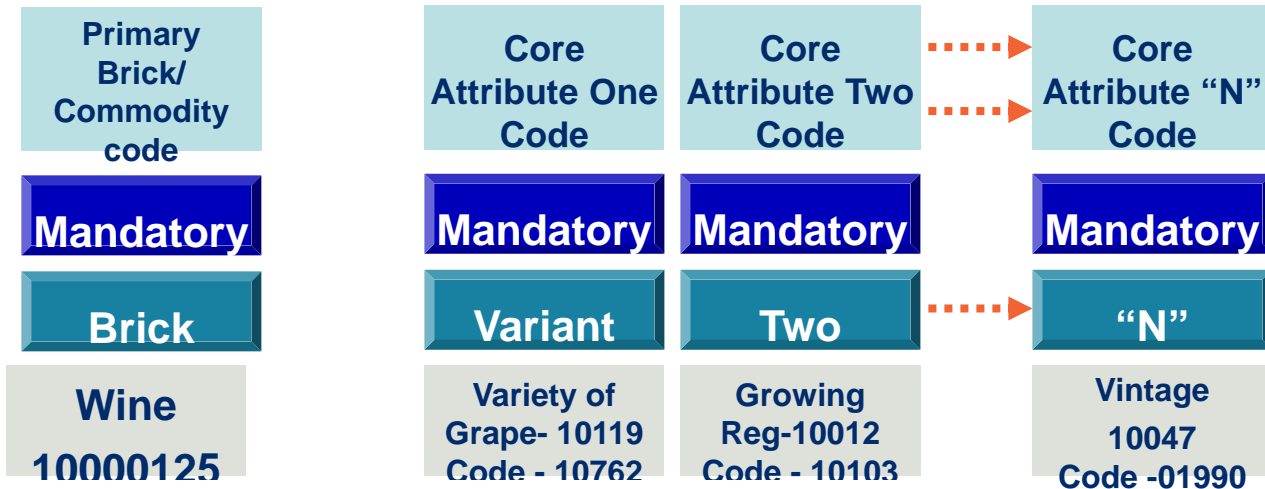
Mandatory



GPC Selection / Search Example

GPC Attributes

Product Classification Fields

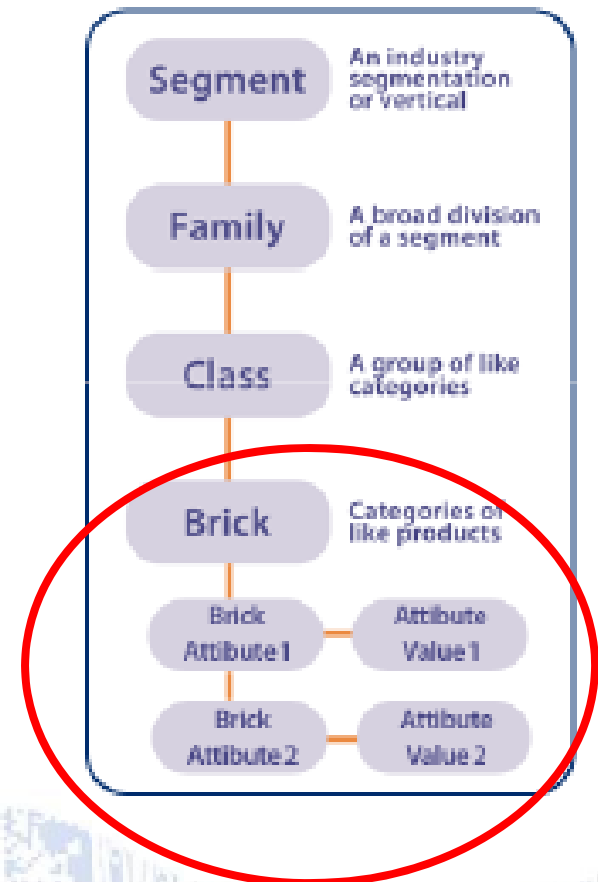


Select all Wines or Select all Chardonnay or Select all Californian or

Select Only Wines – Chardonnay , California, 1990 Vintage

The foundation of GPC is called a "Brick"

- Defines categories of similar products
- Ensures the correct recognition of the product category across the extended supply chain
- Bricks can be further characterised by Brick Attributes





GPC and UNSPSC



UNSPSC is a global, multi-sector classification system supporting primarily spend analysis and procurement

Under the leadership of the user community, GS1 is **aligning GPC with** another classification system managed by GS1 US, the United Nations Standard Products and Services Code - **UNSPSC**.

Interoperability has already been established; the associated mapping tool will be available in Q4 2008



- **A new GPC release published to GDSN in September '08 ('As at 31 May 08') in 36 categories**
- **GPC On-line Browser and Finder**
<http://gpcbrowser.gs1.org/>
 - search and browse in 5 languages for all components (codes, names and definitions) of the current GPC schemas
- **GS1 LEARN online program - GPC Basics**
- **GS1 Classification Strategy developed**



GPC Direction

Continue to maintain GPC system (categories, updates, support in GDSN)

Continue alignment / mapping to UNSPSC

Develop GS1 Global Classification Strategy

- Considering other key classification systems
- Widely and uniformly adopted across all GS1 MOs

Leverage GPC structure to support context-driven approach with the Global Data Dictionary and GDSN Item Model



GS1 website



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