

GS1 Datapool.cz

Solution Supported by GS1 Czech Republic

Global Data Synchronization (GDSN) – Efficient Solution of Product Listings

Global Data Synchronization is a process based on the network of independent certified datapools interconnected via Global Registry, which is governed by GS1. **The principle idea of GDSN network is availability of the same master data concerning a whole packaging hierarchy at the same speed and at the same quality for all users or groups of users of this network. The essential goal of master data synchronization is to substitute different listing cards of retailers by one data structure with identical content using the same process. Global Data Synchronization is supported by Globus and other key retailers.**

Benefits of GDSN for Business Partners

- Unification of listing process and data structure for whole market.
- Lower costs for data exchange and data administration.
- High speed of data updates and data consistency in whole hierarchy.
- High quality of data (verification and validation).
- One point of entry for data publication to all partners.
- Control of uniqueness of each item.
- Reduction of errors in electronic data interchange - exchange of orders and invoices.
- Faster goods introduction on the market.
- Decrease of the volume of the stocked goods and increase of availability of the goods.
- Faster and easier promotion.
- Assurance of global visibility of the goods for other retailers.
- Better cooperation between partners.
- Higher productivity of employees.
- Optimization of logistic processes – purchasing, selling, stocking of the goods.
- Positive impact on sales.

Master data are basic, longtime valid information about products and business partners, which are necessary to ensure smooth run of business processes. Typical examples of master data are name of the product, GTIN (Global Trade Item Number), basic measures, weights, number of items in packaging etc.

For Whom is GDSN?

Master data synchronization is suitable for the companies, which are delivering their products to more retailers and offering more than 15 different consumer items. Turnover of the company should be over 10 million within one year.

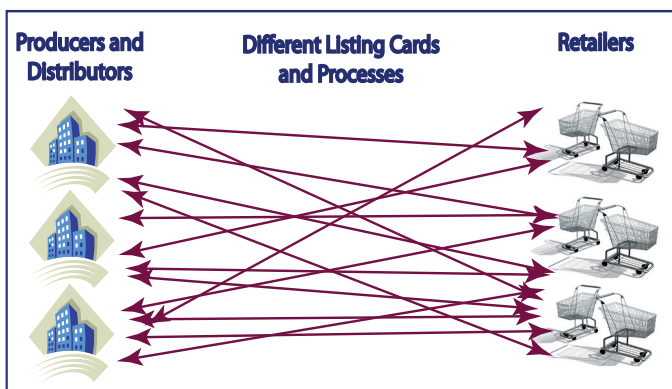
How to Participate in Data Synchronization Project?

GDSN services are enabled on the Czech market by SA2 Worldsinc in association with GS1 Czech Republic and by its subsidiary company GS1Servis.cz. For more detailed information how to connect to master data synchronization contact deputy of GS1Servis.cz:

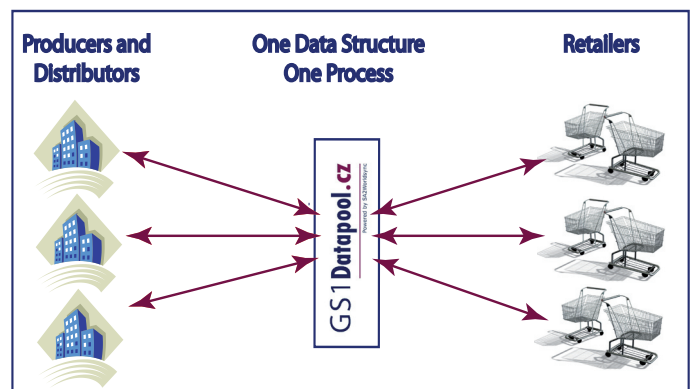
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In other cases contact you manager of communication.

Before GDSN Implementation:



After GDSN Implementation:



For more information about data synchronization visit the web page
<http://www.gs1cz.org>