



The Global Language of Business

GS1 in Europe Data Excellence Day

Data Sharing Workshop

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GS1 Competition Law Caution

- GS1 operates under the GS1 Competition Law Caution. Strict compliance with competition 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 caution is available via the link below, if you would like to read it in its entirety: <http://www.gs1.org/gs1-competition-law-caution>

Overview

- Welcome & overview
- P&G Intro Presentation
- Discussion topics brief introduction
- Round 1-3 (20 minutes each)
- Summary

P&G Introduction

Toni Baxterjuenger, MADS Global Digital Product & Industry Standards Governance/BPX



P&G




Agenda

P&G Company introduction

Introduction on Master Data Quality at P&G

How did we start the journey

- Leadership sponsorship
 - Internal data quality view
 - GS1 as enabler of meeting our external data quality objectives
- 

A Company of Leading Brands





P&G

P&G TODAY

Fiscal 2023 Net
Sales

\$82 Billion

Countries of Operations

~70

Countries and Territories
Where Our Products are Sold

~180

Number of Employees

~107,000

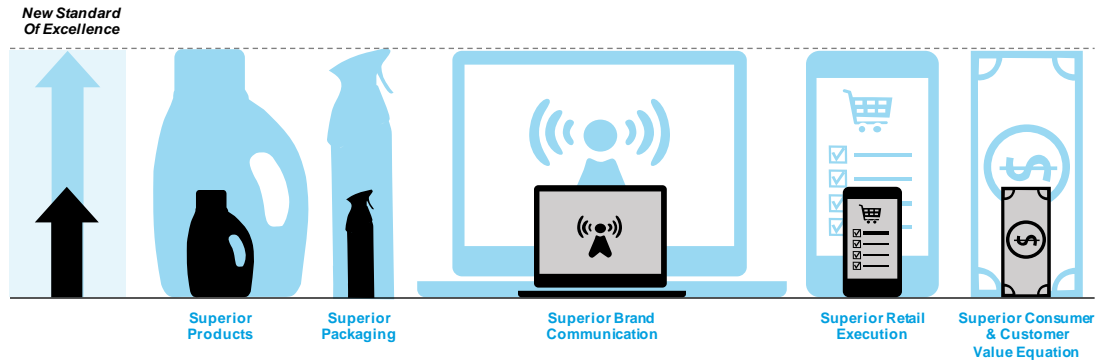
***A portfolio of brands in 10 daily-use
categories***



INTEGRATED GROWTH STRATEGY

PORTFOLIO: PERFORMANCE DRIVES BRAND CHOICE

**SUPERIORITY
TO WIN WITH
CONSUMERS**



PRODUCTIVITY TO FUEL INVESTMENTS

CONSTRUCTIVE DISRUPTION ACROSS OUR BUSINESS

EMPOWERED, AGILE, ACCOUNTABLE **ORGANIZATION**

P&G Approach



LEADERSHIP SPONSORSHIP



**BUSINESS
VALUE**



INTERNAL & EXTERNAL TRANSFORMATIONS



Implementation Strategies

**Functional
Leadership
Engagement**

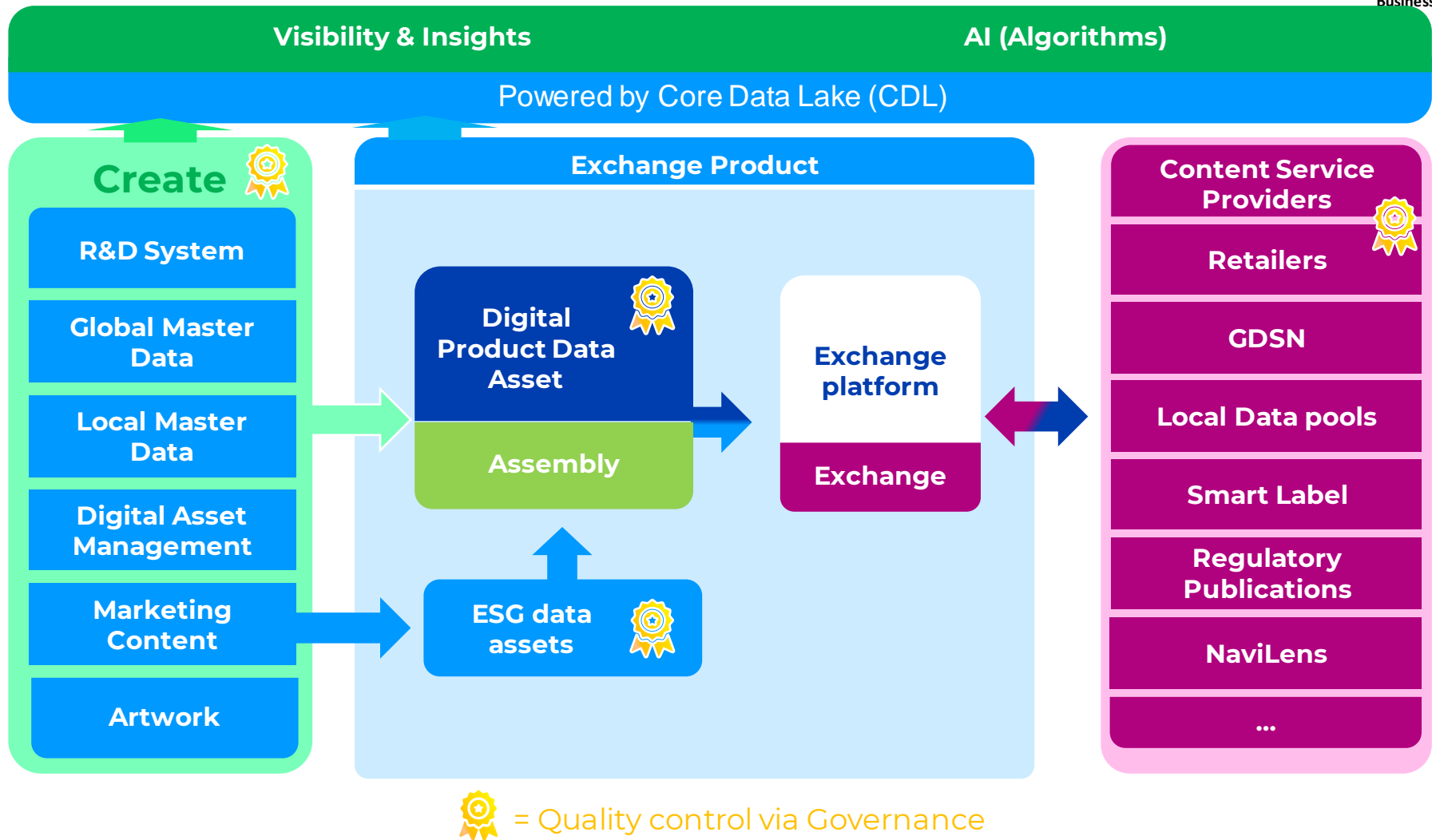


**Master Data
Management**



**Culture of Data
Quality and
Transparency**





Global Data Model Journey

**Simplify and
Harmonize
exchange of
product data**

**Increase
Operational
Efficiency**

**Improve
Data
Quality**



**Adjust PIM
and GDSN**

Organization/Processes and
Infrastructure changes to manage
attributes definition and usage
Initial data model deployment
within P&G: 80%



**Engagement
in Local MO
workgroups**

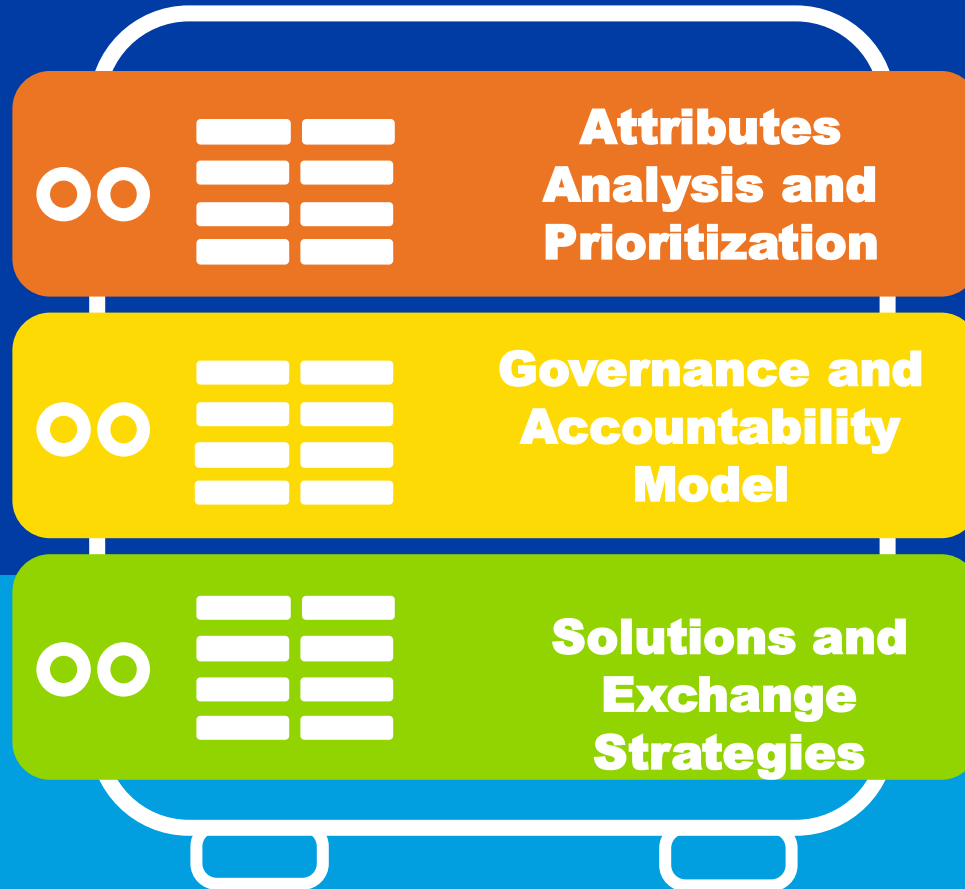
Support GDM in local industry
workgroups via our P&G
representatives



**Engagement
in Industry
initiatives**

Support GDM in
Global/Regional industry
workgroups as 'benefits of
standard data models'

P&G Internal Data Exchange Journey



GS1 Initiatives at P&G

GS1 work is enabling P&G Data Quality & Exchange Objectives

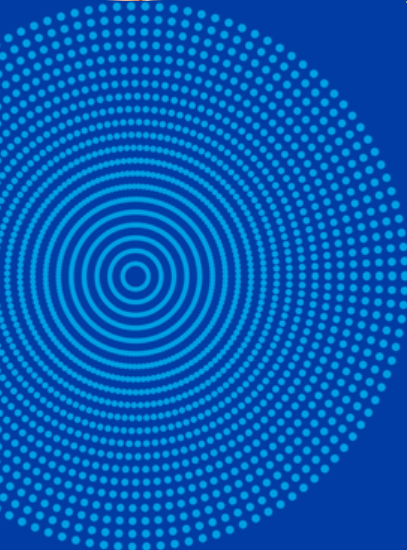
Accurate data is critical to the entire commerce supply chain, from Supplier to Receiver

GS1 standards and capabilities are key to establishing and driving common expectations



P&G strategy to be on the forefront of developing, piloting, AND adopting initiatives to support data accuracy and minimum standards





Improving everyday life.



Workshop / Round-tables

3 rounds of 20 minutes each

Topic 1

There are many challenges that keep companies from leveraging benefits and generating value by structured data exchange.

- How can we overcome these challenges best?
- What are best practices and how can they be socialised?
- Will more clarity around processes and timing help? How? (list, order, move/store, sell → not all data needed “final” at once.)

Topic 2

While consumers have a growing appetite for rich & accurate product information, regulators also keep adding requirements. Tools to create/capture, organize, maintain and exchange product master data need to keep pace.

- What is missing for the future in today's data sharing ecosystem?
- What would be truly disruptive?

Topic 3

Data Quality is paramount for product master data exchange.

- How can companies utilize existing tools and standards in a better way to improve data quality?
- How can the GS1 Global Data Model and Attribute Definitions for Business standards contribute to data quality?
- What would be benefits of aligning on a small, concise and standardised set for foundational attributes?

Useful links

- GDSN Landing Page (<https://www.gs1.org/services/gdsn>)
- GDM Website (<https://www.gs1.org/standards/gs1-global-data-model>)
- GDM Navigator (<https://navigator.gs1.org/gdm>)
- Attribute Analysis Tool (https://www.gs1.org/docs/global-data-model/gdm_r2.6_attribute_analysis_tool.xlsm)
- GDM Excel File latest release 2.7 (https://www.gs1.org/docs/global-data-model/gs1_global_data_model_release_2.7.xlsx)
- Attribute Implementation Guide (<https://www.gs1.org/standards/gs1-global-data-model-attribute-implementation-guideline/current-standard>)
- GDM eLearning (<https://www.gs1.org/standards/gs1-global-data-model/gdm-training-tool>)

Questions

