GS1 in Europe

DATA
EXCELLENCE
DAY

7 SEPTEMBER 2023
COLOGNE, GERMANY

sponsored by
Trade Connectors

TRUSTED DATA FROM INDUSTRY PERSPECTIVE

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

Opening

Jan Somers, GS1 Belgium & Luxembourg, GS1 in Europe
Henk-Jan Timmerman, GS1 in Europe

Why this day!?

GS1 in Europe community needs to connect again with old, new stakeholders to enable the circular economy.
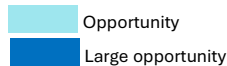
And without trusted data, no circular economy!

Is your data trusted and ready for the circular economy challenges?

New legislation is a lever, and challenge for GS1

	GTIN/GLN	GDSN	Digital assets	Packaging attributes	EPR	DPP	ESG	Farm to fork	Intelligent sorting
FMCG & FS	GS1 in use	GS1 in use	GS1 partly in use	GS1 partly in use 🏛	Large opportunity 🏛	Opportunity 🏛	Large opportunity 🏛		Large opportunity
DIY, garden & pet	GS1 in use	GS1 in use	GS1 partly in use	GS1 partly in use 🏛	Large opportunity 🏛	Large opportunity 🏛	Large opportunity 🏛		Large opportunity
Healthcare	GS1 in use 🏛	GS1 partly in use	GS1 partly in use	GS1 partly in use	Opportunity 🏛		Large opportunity 🏛		
Fashion	GS1 partly in use		Opportunity	Opportunity	Large opportunity 🏛	Large opportunity 🏛	Large opportunity 🏛		Opportunity
Construction	Large opportunity	Large opportunity	Opportunity	Opportunity	Opportunity 🏛	Opportunity 🏛	Large opportunity 🏛		Opportunity
Agriculture	Large opportunity		Opportunity	Opportunity			Large opportunity 🏛	Large opportunity 🏛	
Cosmetics	GS1 in use	GS1 in use	GS1 partly in use	GS1 partly in use 🏛	Large opportunity 🏛	Large opportunity 🏛	Large opportunity 🏛		Large opportunity
Other industries	Opportunity				Opportunity 🏛	Opportunity 🏛	Large opportunity 🏛		

Legend:
- 🟩 GS1 in use
- 🟧 GS1 partly in use
- 🟦 (light) Opportunity
- 🟦 (dark) Large opportunity
- 🏛 Regulation trigger

Where are we (not yet) ready?

Trusted data

Data quality

Digital Product Passport (DPP)

Extended Producer Responsibility (EPR)

Environmental, social and corporate governance (ESG)

Farm to fork

Intelligent sorting

GLN

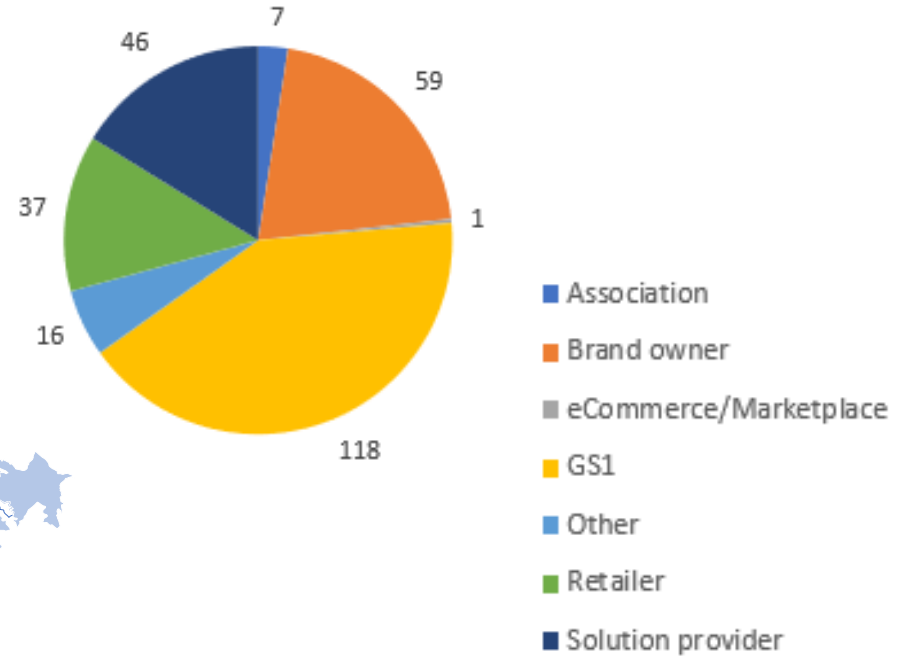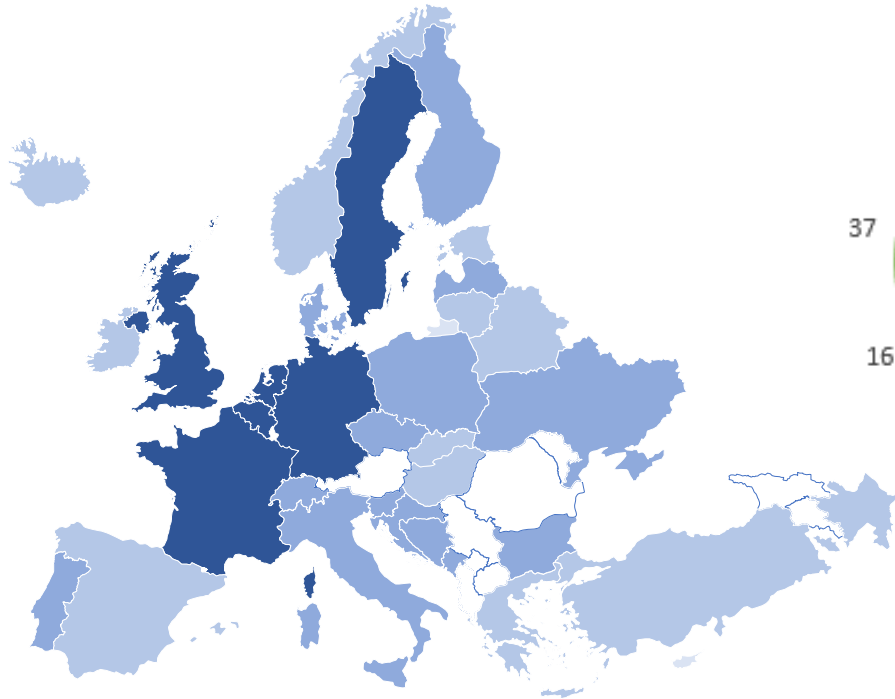Fresh upstream

Packaging attributes

Links registry and GDSN

Global Data Model

Renewed collaboration between industry and GS1 in Europe is the only way forward!

Data Excellence Day - Audience

Pie chart values:
- Association: 7
- Brand owner: 59
- eCommerce/Marketplace: 1
- GS1: 118
- Other: 16
- Retailer: 37
- Solution provider: 46

Agenda

Andrea Schlossarek
Vice President Master Data
Management

METRO AG

Alexis Morales
Data Program Manager and
Product Owner

Carrefour Group MDM

Yvonne Hoeting
Master Data & Process
Effectiveness Manager

Mars Deutschland

Jonas Adser
Chief Commercial Officer

Trade Connectors FMBA

Meeting etiquette

Enjoy – stay connected

Post-event communication

Presentations will be shared

Questions use chat or contactus@gs1eu.org

GS1® in Europe

Trusted data from industry perspective

Andrea Schlossarek, METRO
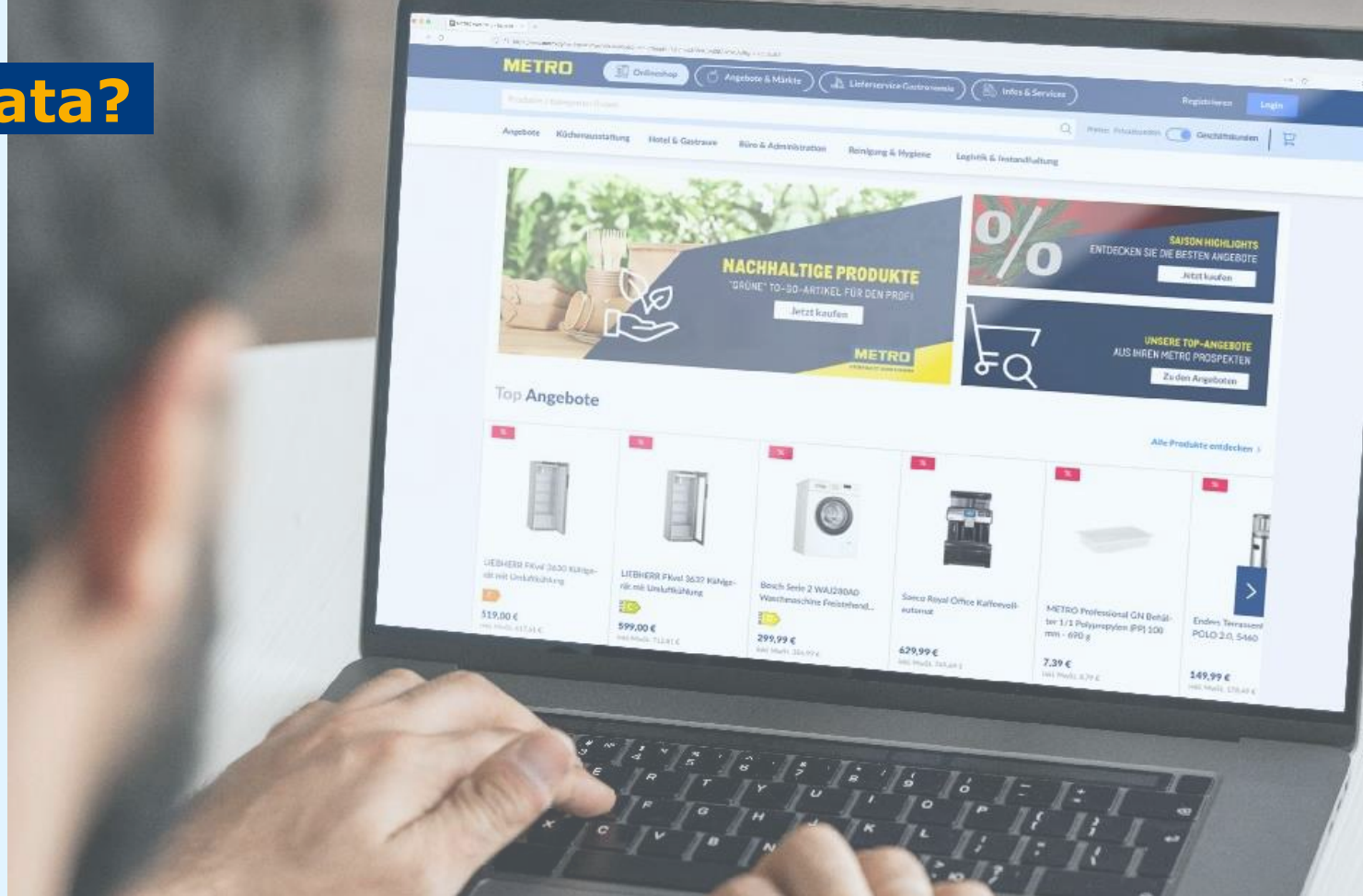
Trusted data from industry perspective

Andrea Schlossarek
Data Excellence Day, 7.9.23

Trusted Data?

› Source

› Verifiable Source

› Possibility to validate through a standardized method to demonstrate accuracy

› Standardized format easily readable and interpretable by both humans and machines

» Trust is one of the keys to making successful use of data

METRO

Data Exchange Fundamentals METRO GROUP

One product. One experience. Every channel. Every country.

We believe in power of industry collaboration and global standards.

Reasons to Believe

Demonstrate measurable business value for the consumer, including identification of connected operational efficiencies

- GTIN Ubiquity
- Verified by GS1
- GDM
- 2D

Market
Italy

Brand Owners
P&G
Kellogs
Loreal
Henkel
Johnson & Johnson
Pepsi
Coca Cola
Nestle
Colgate Palmolive
Barilla
Ferrero

GS1 MO IT, US, GO

Retail/ Wholesale
METRO/makro
Carrefour
Esselunga

METRO

Bilateral Checks

Verified by GS1

GS1 analytics provide great insides but individual companies are anonymized

Bilateral checks between trading partners allows full bilateral visibility down to attribute level to improve individual business relations

Market
Italy

Brand Owners
Barilla
Colgate Palmolive
Coca Cola
J&J/Kenvue
Kellogs
Loreal
Nestle
Pepsi
P&G

GS1 MO

Retail/ Wholesale
Esselunga
METRO

METRO

Pilot Set Up and Rough Timeline

Define companies and scope
End of June

Answer Questions, Share data, analyze, conclude
July - September

Formulate findings, learnings- value, next steps
October/ November

METRO

GTIN

Identifier is everything!!

Global product identity relies on unique identification

Challenges:

- ❯ Internal numbering and connection to GTIN
- ❯ Understanding across organisation
- ❯ Packaging hierarchy with unique GTINs

Future Focus:

- ❯ GTIN clean up in most companies
- ❯ Understanding of buying
- ❯ More clarity in GTIN allocation rules

GS1 GTIN breakdown

5 0 1 2 3 4 5 6 7 0 0 0 3

GS1 Prefix | GS1 Company Prefix (GCP) | Item reference | Check digit

GTIN (Global Trade Item Number)

9 1 8 0 0 0 0 1 2 0 0 1 2
9 1 8 0 0 0 0 1 2 0 0 2 9
9 1 8 0 0 0 0 1 2 0 0 3 6

1. Is a consumer and/or trading partner expected to distinguish the changed product from previous / current products?

2. Is there a regulatory/liability disclosure requirement to the consumer and/or trading partner?

3. Is there a substantial impact to the supply chain (e.g., how the product is shipped, stored, received)?

METRO

Verified by GS1

Global Registry grows

Challenges:

> No real verification

> Inconsistencies between GDSN/Verified

> Sensitive data for private launch

Future Focus:

> Helps to improve the quality of the 7 attributes!

> Consumer trust

> Helps to fight counterfeit

PRODUCT ID

GTIN
4018905526774

Brand name
METRO Chef

Product description
METRO Chef Ziegen-Weichkäse 45 % Fett i. Tr. - 200 g Packung

Product image URL
https://cdn.metro-group.com/de/de_pim_330211001001_01.png

Global Product Classification (GPC)
10000028

Net content & unit of measure
200 GRM

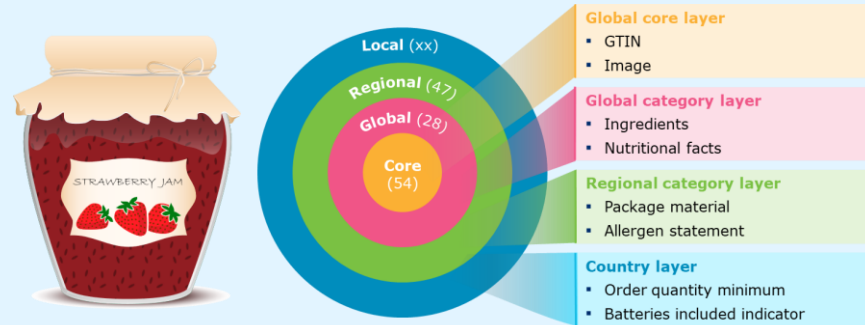| Target market |
| --- |
| DE |

METRO

Structured Data Sharing

Across the globe

Challenges:

> Does not replace retailer specific demands

> Need to change own internal definitions

> All agree, but implementation only on demand

Future Focus:

> Simplify data exchange and reduction of IT costs

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> Support GDSN onboarding

> Add new regulatory demands

Global core layer
- GTIN
- Image

Global category layer
- Ingredients
- Nutritional facts

Regional category layer
- Package material
- Allergen statement

Country layer
- Order quantity minimum
- Batteries included indicator

Local (xx)
Regional (47)
Global (28)
Core (54)

METRO

2D Barcode with GS1 digital link

Challenges:

> In Europe not much real action on GS1 digital link yet

> Other non standardized use cases of 2D complicate consumer understanding

Future Focus:

> Consumer connect and transparency

> Significantly smaller size, capable of capturing significantly more data

> Contributes to better data quality

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METRO

TRUSTED DATA IS OUR COMMON AIM

THANK YOU

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Corporate Communications
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Data Excellence at the heart of the Carrefour Group MDM

Alexis Morales, Carrefour

Data Excellence at the heart of the Carrefour Group MDM

GS1 Data Excellence Day
September 2023

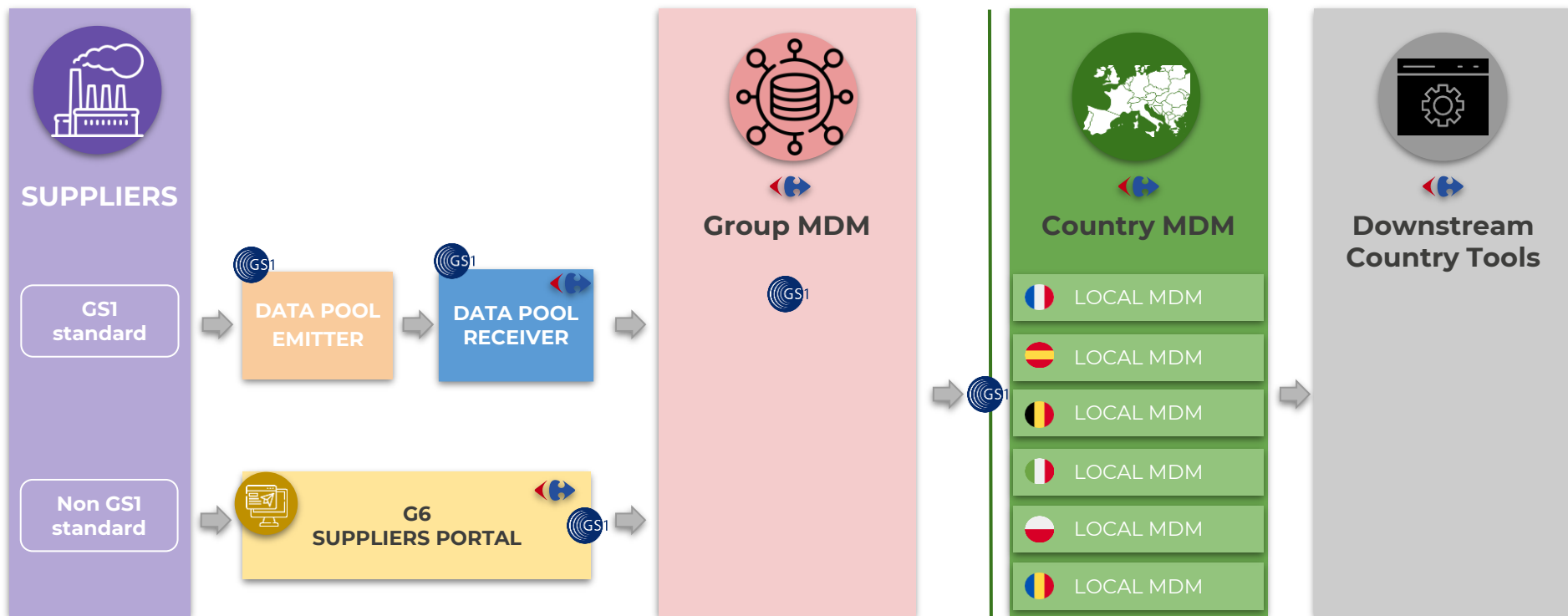## Data Quality

Data Harmonisation

Time to Market

Data Centralisation

Data Diffusion speed

GS1 standard as a proof of quality in the core DNA of the new Group Carrefour MDM

Data acquisition and diffusion process based on GS1

SUPPLIERS

GS1 standard

Non GS1 standard

DATA POOL EMITTER

DATA POOL RECEIVER

G6 SUPPLIERS PORTAL

Group MDM

Country MDM

LOCAL MDM

LOCAL MDM

LOCAL MDM

LOCAL MDM

LOCAL MDM

LOCAL MDM

Downstream Country Tools

PUBLIC

DIGITAL RETAIL COMPANY

Thinking European Model implies :

❏ **Global datamodel**

❏ **Enriched by local specificities if necessary**

❏ **With adhoc study for suppliers outside the 6 European Carrefour countries**

This new way of thinking at a European way brings challenges

Each link of the product data flow should adopt this way

Actor	Challenges
Carrefour	▪ Get used to the GS1 language & stick to it ▪ Spread this language throughout the company
Suppliers	▪ Adopt this standard ▪ Help to provide new attributes when needed
Datapools	▪ Set up all the actual GS1 datamodel ▪ Constantly implement new releases
GS1	▪ Increase GS1 product categories coverage ▪ Evolve quickly when new regulations appear

DIGITAL RETAIL
COMPANY

Shared Vision
All together in the same direction

Quality Excellence
The better quality we get, the more we trust you

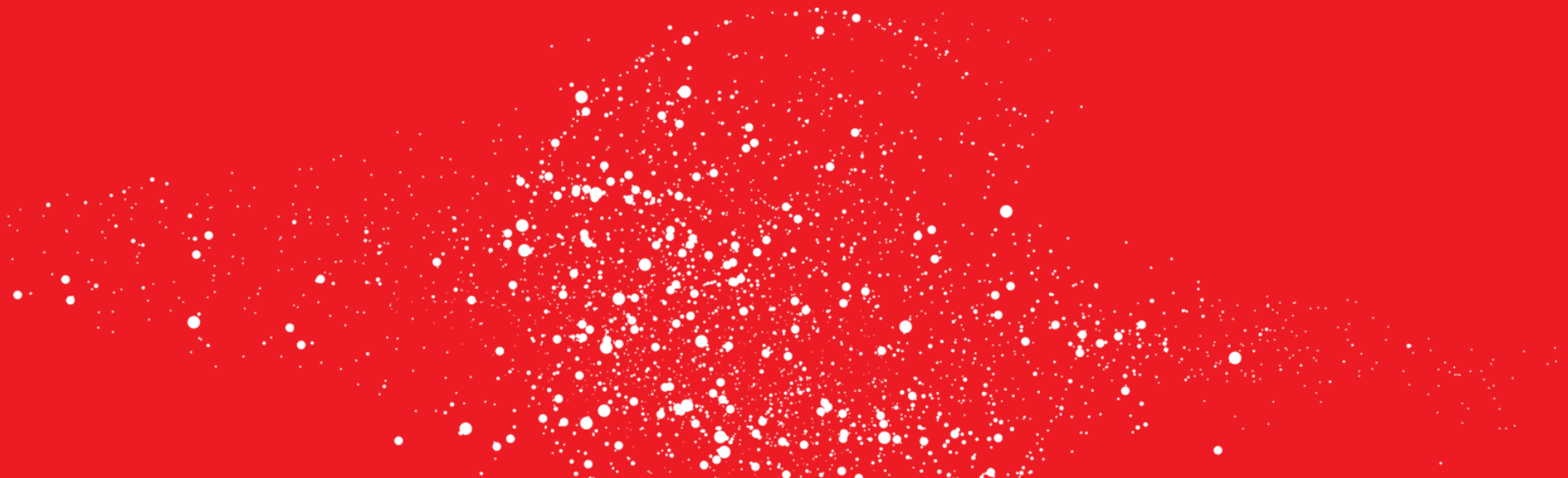## Productivity
Get focused on the high-value-added activities

Customer Satisfaction

1D → 2D

And tomorrow...

DIGITAL RETAIL COMPANY

DIGITAL RETAIL COMPANY

SHARING IS CARING
How a Data-Ecosystem Empowers ((y)our) People

Yvonne Hoeting, Mars

GS1®
in Europe

MARS

Tomorrow starts today

SHARING IS CARING

- How a Data-Ecosystem Empowers ((y)our) People -

GS1 DATA EXCELLENCE DAY

Cologne, 07.09.2023

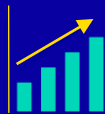# The world we want tomorrow starts with how we do business today

MARS

Five Principles

Quality Responsibility Mutuality Efficiency Freedom

Awarded as Employer
- kununu Top Company 2022
- LinkedIn Top Companies in Germany

1.9 Billion
Euro sales

1950
Wrigley has a proud history in Germany

1959
Opened our first Mars Petcare factory in Verden

1979
Started our chocolate production in Viersen

6 sites

3 Factories

2,200 Associates from over 50 nations

Mars in Germany

Berlin

Verden

Minden

Viersen

Cologne

Munich

Mars Wrigley	Mars Food	Mars Petcare	Mars Global Services

Some of our Brands

m&m's · Extra · SNICKERS · KIND · Miracoli

Ben's Original · ROYAL CANIN · Whiskas · Pedigree · AniCura

Globally we are investing
$1 Billion
in sustainable development initiatives

In 2022 Associates volunteered
>1,100
hours in GER

MARS Petcare | A Better World For Pets

MARS WRIGLEY | Inspire moments of everyday happiness

MARS Food & Nutrition | Better food today A better world tomorrow

ITEM MASTER DATA

CC FINANCE MSC MKT LOG R&D SALES

THE COMMON CHALLENGE:

- **many data creators**
- **different timings**
- **different places & formats**
- **different contents**
- **different target groups**
- **different target markets**

Uncertainty about the last current status

DATA QUALITY ?

MARS

SHARING IS CARING – How a Data-Ecosystem Empowers ((y)our) People

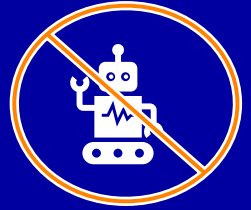**Share / communicate and you will get something (more) back...**

Giving   LOVE

Expressing WORRIES

Sharing KNOWLEDGE

MARS

OUR APPROACH - ESTABLISHING A NEW DATA CULTURE

From master data anonymity …

… towards **BUSINESS TRANSPARENCY**

and thus **BUSINESS SUCCESS** !

Anchoring changes in the way we handle data
starts with

SHARING !

MARS

FROM THE BASEMENT TO THE SHOP WINDOW

Sharing master data means to...

- Consolidate and enrich

- Make them visible

- Give same access to everybody

- Make them tangible/usable

- Utilize them multifunctional

- Present them in contexts

MARS

WE CREATED A NEW WORLD OF
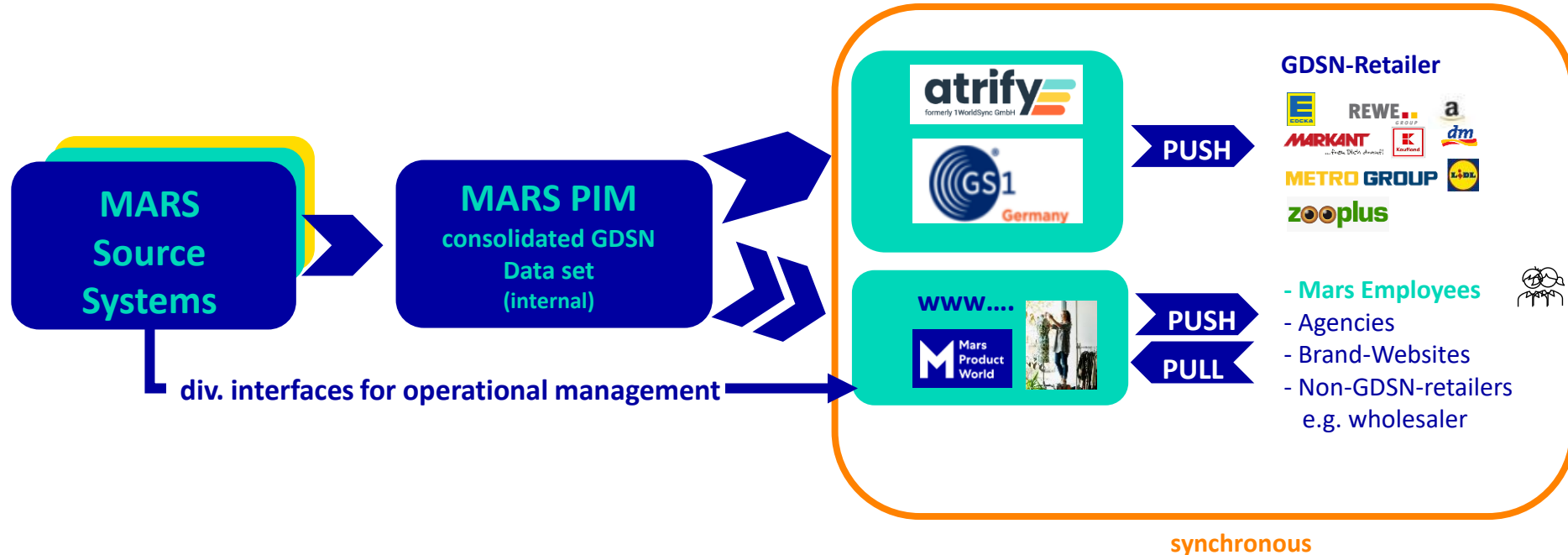# MASTERDATA-EXPERIENCE IN GERMANY

- ONE APPLICATION - MANY USE CASES & BENEFITS

- 24/7 REAL TIME ACCESS
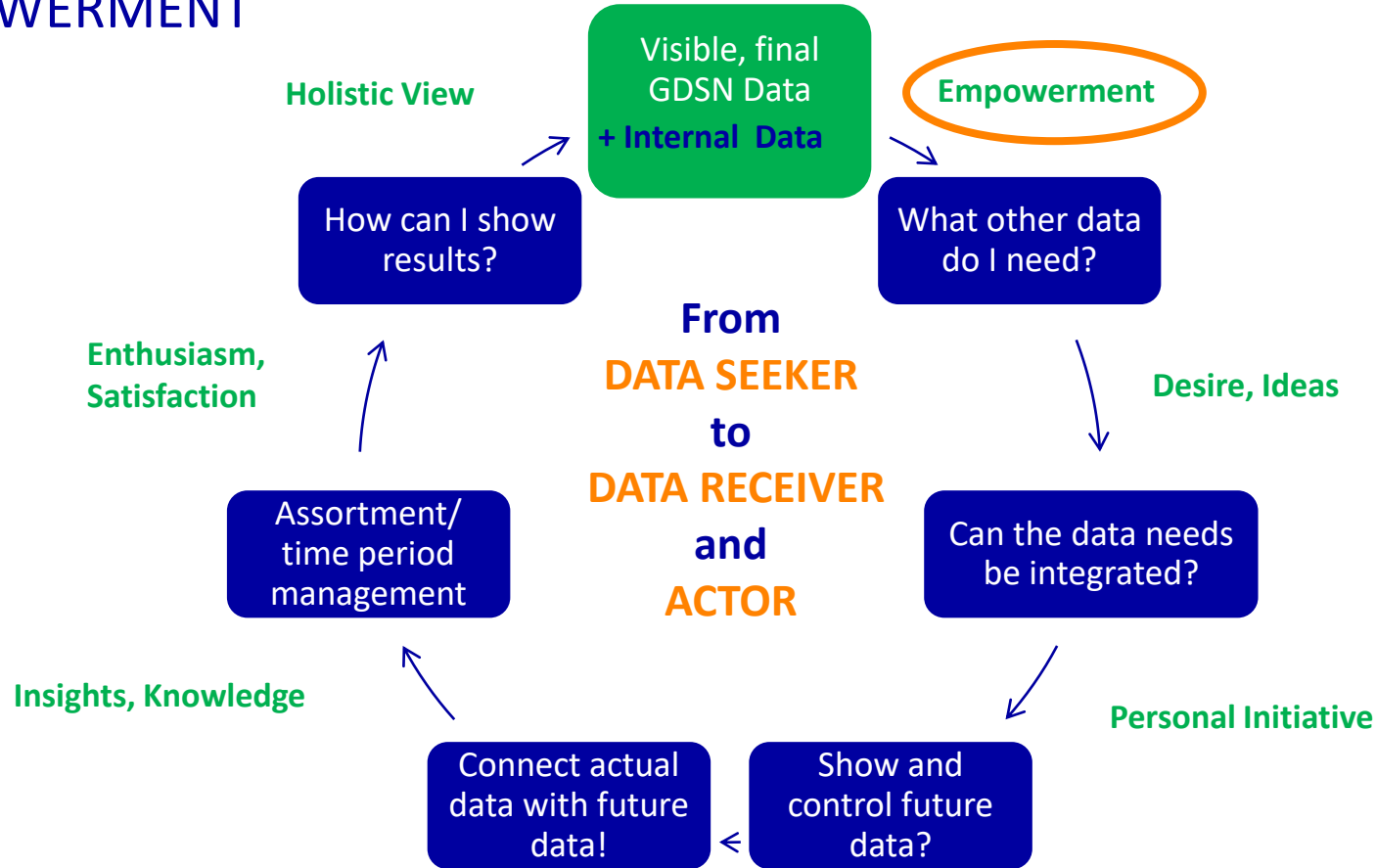
- PLC STATUS

- ARCHIVE

- SYNCHRONOUS WITH GDSN DATA

- „BACKOFFICE" – REAL TIME WORKFLOWS, DATA & INFOS

- INTEGRATION OF SUPPLIERS INTO PROCESSES

- THE "FUTURE" IS LINKED

MARS

SINGLE POINT OF TRUTH AND DATA SYNCHRONIZATION

... enable data quality, efficiency (syndication) and thus cost reduction

MARS Source Systems

MARS PIM consolidated GDSN Data set (internal)

div. interfaces for operational management

atrify formerly 1WorldSync GmbH

GS1 Germany

PUSH

www....

Mars Product World

PUSH

PULL

GDSN-Retailer

EDEKA EGCKA · REWE GROUP · a
MARKANT ...frei Dich drauf! · Kaufland · dm
METRO GROUP · LIDL
zooplus

- **Mars Employees**
- Agencies
- Brand-Websites
- Non-GDSN-retailers
  e.g. wholesaler

synchronous

EMPOWERMENT

Holistic View

Visible, final GDSN Data + Internal Data

Empowerment

How can I show results?

What other data do I need?

Enthusiasm, Satisfaction

Desire, Ideas

From DATA SEEKER to DATA RECEIVER and ACTOR

Assortment/ time period management

Can the data needs be integrated?

Insights, Knowledge

Personal Initiative

Connect actual data with future data!

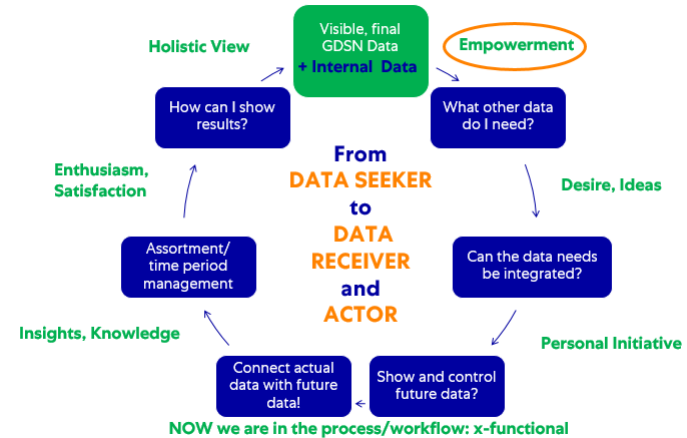Show and control future data?

NOW we are in the process/workflow: x-functional

MARS

EMPOWERMENT LEADS TO OWNERSHIP

⇨ **Holistic View raises Data Quality**

⇨ **Participation generates Trust**

FROM DATA EGO TO DATA ECO – „YOUR TAKE AWAYS":

1. **From the cellar to the shop window:** Knowledge means knowing where it stands! That empowers and generates ideas.

2. **From master data to product lifecycle:** The stone gets rolling through desire and continuous process work.

3. **From data seeker to information receiver:** Your colleagues become ambassadors - Everyone becomes an actor and is part of the result! Empowerment creates Ownership.

SHARING IS CARING: The KEY for a (new) DATA CULTURE !

MARS

THANK YOU FOR YOUR ATTENTION

AND WITH WHOM ARE YOU SHARING...

MASTER DATA ?

MARS

The future of data exchange

Jonas Adser, Tradeconnectors

Trusted Data from industry perspective

The future of data exchange

Jonas Adser
Chief Commercial Officer

jonas.adser@tradeconnectors.org

Trade Connectors in brief

Trade Connectors is a not-for-profit association for GS1 Member Organisations to benefit, collaborate, invest and build a GS1 Platform upon which the industry can benefit from the services. We welcome all GS1 Member Organisations. Trade Connectors was founded in 2016 with the founding principles:

- Not-for-profit
- Only GS1 Member Organizations can become members
- Joint Venture - Co-Ownership (association)
- Shared responsibility and Control
- Build a GS1 Technology Platform - bringing standards alive with services
- Leveraging economies of scale

Duplex Platform
From Trade Connectors

- Duplex Keys
- Duplex Quality
- Duplex Sync
- Duplex Data Warehouse
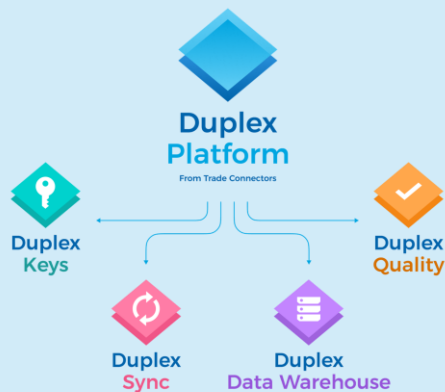
25 employees (inc. partners)	10 Members	+5.500 Active companies utilizing GDSN	2.7M€ Annual revenue
9 Certified GDSN data pools	4 Activated grade certified solutions	+2.4M GTINs activated with product info	5M€ cum. development investments

Trade Connectors

The future of data exchange - Strategic overview and data points

Farming: methods, soil, equipment etc.

Producing raw material: nutrition info, consumer stories, ESG

Sustainability: footprints, responsibility etc.

Logistics: additional info

Manufacturing: product info, package info, manufacturing methods & stories

Raw material info

Warehousing: additional info

Product info

Wholesale: POS, availability,

Product info, logistical info, quality

Retail: POS, availability,

Product info, logistical info, quality

HoReCa: Recipes

Nutrition info, origin, sustainability

Consumer Feedback, recipes

Nutrition info, origin, sustainability, DPP

Recycling Package material, guide, EPR

The future of data exchange - the need

Trade Connectors

The future of data exchange - perspectives and principles

Connecting data - ensuring interoperability and seamless data entry, access and sharing - need of **standardization** and more **flexibility** across platforms.

Authentication, **authorization** and **verification** - as data points explodes so does stakeholders and confidentiality requirements

Accountability and **auditability** - circular legislation is driving a need for much more traceability about events than before, standards for verifiable credentials.

Continuous measures and process for ensuring **Data Quality** utilizing new technologies to further improve and make data quality efforts more efficient.

Future proof technologies without limits to **scalability** as impact on operational process will increase

Trade Connectors

The future of data exchange - Shift in technology principles

- From Relational (SQL) to Graph and Event Sourcing

- From purely Rule based to Machine Learning

- From monolithic to microservices

- From big tech to open source which includes a decentralized architecture (e.g validation rule or data model plugins)

- A need for managing packaging information as a entity that can be combined with product master data information.

- Combine static data (master data and packaging data) and dynamic data (actual volumes within a period)

- All of this needs to be more flexible than GDSN to drive adoption.

Thank you

The future
of
data exchange

Jonas Adser
Chief Commercial Officer

jonas.adser@tradeconnectors.org

Wrap-up

Jan Somers, GS1 Belgium & Luxembourg, GS1 in Europe
Henk-Jan Timmerman, GS1 in Europe

GS1 in Europe

DATA EXCELLENCE DAY

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COLOGNE, GERMANY

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Trade Connectors

WHAT'S NEXT
ON THE EUROPEAN
DIGITAL HIGHWAY

The morning workshops – in-person only

The future of data exchange

Toni Baxterjuenger, P&G

Markus Mueller, GS1 Global Office

Jan Schimmel, GS1 Netherlands

How to improve data quality

Armand Schins, Ahold Delhaize

Tomáš Tlučhoř, GS1 Czech Republic

Nicolas Collignon, GS1 Global Office

Jerry Tracey, GS1 Netherlands

Jonas Adser, Tradeconnectors & Morten Buch, GS1 Denmark