

# Workshop The future of data exchange

## GS1 in Europe Data Excellence Day 2023

7 September 2023, Cologne (Germany)

The workshop was kicked off with a presentation by Toni Baxter Juenger (P&G) on the future of data exchange from a brands perspective focusing on internal and external transformations to drive change. It was by a discussion on how to proof the business value on masterdata management. Then the workshop continued to answer three questions on the future of data exchange, best practices, and data quality from data sharing perspective. The main actions and takeaways are:

- For data sharing we need an EU perspective to drive alignment for processes and data quality and further stream lining of attribution and validations.
- The Global Data Model should be leading on the what (attributes, definitions). For this we need to ensure industry wide and European broad participation within the European maintenance group.
- Demonstrate best practices and the value of this effort. What are common errors in data exchange. This is not very transparent so difficult to communicate on. Difficult to share the impact of missing or wrong data.
- A lot of information is shared. Follow up for the future of data exchange is needed. Collecting upstream information. More data will be needed in the future.
- New techniques, possibly decentralised exchange, should be investigated. Make use of AI, OCR and other new possibilities.
- More consolidated guidance is needed (not translations, but consistent European documentation. Use simpler language (for executing operations).
- More training, videos can be created (made available for all levels). More best practice sharing. Have a mutual understanding throughout the whole community / organisations. Release management.
- GS1 in Europe should be the consolidation level on the data model development. Europe should be in the lead and need support from both GS1 member organisations and industry. The approach needs to be more structured. Topics that are critical for business need to identified and decided on how to approach them.