



H-E-B Data Synchronization Initiative

Frequently Asked Questions for H-E-B Suppliers

Version 5
April 10, 2017



FAQs for H-E-B Suppliers

REVISION HISTORY

Date	Ver #	Description of Change	Author
09/13/13	1	Initial creation of document	K. Kevilus
10/15/2013	2	Added Q/A regarding H-E-B Brand items being exempt from initiative	C. Macias
10/22/2013	3	Added Q/A regarding Brokers and Attributes	C. Macias
02/13/2014	4	Updated H-E-B subscription (CIS) process from IP specific to TM = US, CA and MX; inserted verbiage with respect to updated attribute requirements	C. Macias
04/10/2017	5	Updated H-E-B Publishing Data for subscription (CIS process), removed Target Market for Pilot; Additional details about messages to be sent during pilot and expectations for future	A. Heller

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INTRODUCTION

This document is a compilation of questions, and their associated answers, relative to H-E-B's Data Synchronization initiative. It pertains to all suppliers that want to synchronize data with H-E-B.

H-E-B

- **Q: Who is H-E-B?**

- A: H-E-B started over 100 years in a small, family-owned store in the Texas Hill Country. Today H-E-B serves families all over Texas and Mexico in 155 communities, with more than 340 stores and 76,000 employees.

H-E-B's commitment to excellence has made them one of the nation's largest independently owned food retailers. Yet their success hasn't changed their commitment to exceptional service, low prices, and friendly shopping.

- **Q: Why should I publish and synchronize data with H-E-B?**

- A: H-E-B recognizes the need to access more complete and accurate data through the 1WorldSync partnership so that it continues to provide its customers with the most robust, up-to-date, product information available, and drive inefficiencies and related costs out of their own operations.

GENERAL DATA SYNCHRONIZATION QUESTIONS

- **Q: What is Data Synchronization?**

- A: Data synchronization is the electronic transfer of standardized **product** and **location** information between trading partners and the continuous synchronization of that data over time. When this data is exchanged via a central global repository - GS1 Global Registry™, it is referred to as Global Data Synchronization.

Product information includes:

- Item attributes controlled by the supplier, e.g., Global Trade Item Number (GTIN), Size, Weight, Height, Brand, UPC code

Location information includes:

- Global Location Number (GLN) – Locations involved in trade such as company headquarters, billing departments, and ship-to addresses



FAQs for H-E-B Suppliers

- **Q: What is the Global Data Synchronization Network® (GDSN®)?**
 - A: The GDSN is an automated, standards-based global environment that enables secure and continuous data synchronization. This allows all trading partners to have consistent item data in their systems at the same time, ensuring that all parties in the supply chain are working with the same data. The GDSN helps to save time and money for all organizations by eliminating steps to correct inaccurate data.

The GDSN enables the GS1 Global Registry and a network of interoperable, certified data pools that enable data synchronization per GS1 System standards.

- **Q: What are the benefits of synchronizing data through the GDSN?**
 - A: There are several benefits, including:
 - Allows real-time item maintenance for specific fields
 - Provides accurate, standards based, synchronized data that reduces inefficiencies in the supply chain
 - Ensures dimensions are correct and stored at the each, case, warehouse pack, and pallet levels

- **Q: What is a data pool? What is a GDSN-certified data pool?**
 - A: An entity that provides its customers data synchronization services and a single point of entry to the Global Data Synchronization Network (GDSN) is called a data pool.
 - A: Data pools must be certified per GS1 System standards to operate within the GDSN. Data pools interoperate with the GS1 Global Registry and each other. Example: 1WorldSync Data Pool.

- **Q: Where can I find a list of GDSN-certified data pools?**
 - A: The GS1 website has a list of GDSN-certified data pools with contact information. You can find the list here: <http://www.gs1.org/productssolutions/gdsn/>

- **Q: What is a company prefix?**
 - A: A company prefix is a globally unique number assigned to companies by GS1 Member Organizations (GS1 US in the United States) to create the identification numbers of the GS1 System. It is comprised of a GS1 Prefix and a Company Number.



FAQs for H-E-B Suppliers

- **Q: What is a GLN?**
 - A: GLN is an acronym for “Global Location Number” and refers to the globally unique GS1 System identification number for legal entities, functional entities, and physical locations. A GLN is comprised of 13 digits that together represent a GS1 Company Prefix, Location Reference, and ‘check digit’. Supply side trading partner locations generally include corporate headquarters, regional offices, warehouses, plants, and distribution centers. Demand side trading partner locations generally include corporate headquarters, divisional offices, stores, and distribution centers.
 - **Note:** The H-E-B Production GLN is **0041220000005**.
- **Q: What is a GTIN?**
 - A: GTIN is an acronym for “Global Trade Item Number” and refers to the globally unique GS1 System identification number for products and services. A GTIN may be 8, 12, 13, or 14 digits in length, represented as GTIN-8, GTIN-12, GTIN-13, and GTIN-14, respectively.
- **Q: Is data synchronization an Information Technology (IT) function? Does it require IT resources?**
 - A: Data Synchronization is a business process that uses technology in its implementation. For a successful implementation, it is recommended to have executive sponsorship and technology resources allocated to this program.
- **Q: Is data synchronization just another term for EDI?**
 - A: No. EDI is used in the transmission of many e-business transactions, whereas data synchronization is the electronic transmission of standardized product and location information.
- **Q: What is the Global Product Classification (GPC) code?**
 - A: A GPC code is an 8-digit number that represents a classification of products. It is a ‘flat’ classification system based on attributes and values. Global Product Classification is a required element of the global data based on attributes, and values and is a required element of the GDSN.

Note: If you need a list of GPC codes contact your data pool (e.g. 1WorldSync). To request a GPC code to be added to standards, work with your data pool (e.g. 1WorldSync) or your Solution Partner to submit a change request.

Note 2: H-E-B is requiring the Attribute Codes to further refine the GPC Brick. Please refer to the **GPC Specific Attribute Requirements** document on the [H-E-B Landing Page](#).



FAQs for H-E-B Suppliers

- **Q: How do I know if I need to assign a new Universal Product Code (UPC) when I make changes to an existing product?**

A: Follow the GS1 Standards GTIN Allocation Rules. For example, if the consumer net content changes, then a new UPC must be assigned. For more information on GTIN Allocation Rules visit www.gs1.org/gtinrules. Contact your data pool for more information.

H-E-B DATA SYNCHRONIZATION INITIATIVE

General H-E-B Questions

- **Q: Why is H-E-B implementing data synchronization?**
 - A: H-E-B is implementing data synchronization to streamline its processes, focusing on improving supply chain efficiencies for H-E-B and its trading partners. H-E-B believes data synchronization provides tangible benefits for retailers and suppliers such as:
 - Reduced hand keying for creation of items
 - Enabling real time updates for item maintenance
 - Increasing the efficiency of businesses
 - Building the foundation for electronic collaborative commerce
- **Q: Are all of H-E-B suppliers required to implement data synchronization via the GDSN?**
 - A: At this time H-E-B recommends that all of its suppliers begin utilizing the GDSN.

Data Pools and Solution Partners

- **Q: What is a GDSN-certified data pool?**
 - A: See Section 2.1 of this document for answers to general Data Synchronization questions
- **Q: What/who is 1WorldSync™?**
 - A: 1WorldSync is a GDSN-certified data pool and is working closely with H-E-B to implement its data synchronization initiative. H-E-B uses the 1WorldSync Data Pool Solution for its GDSN services.
 - A: To learn more about 1WorldSync and its services, visit www.1WorldSync.com or call +1 866.280.4013, Option 1.
- **Q: Do I have to sign up with 1WorldSync™?**
 - A: You need to select a GDSN-certified data pool to get started and 1WorldSync is a GDSN-certified data pool. If you are not currently a member of 1WorldSync, we recommend you get started right away by contacting them at +1 866.280.4013, Option 1.



FAQs for H-E-B Suppliers

- **Q: How much does implementing data synchronization cost?**
 - A: 1WorldSync operates on a cost-recovery model and fees are calculated based on your company's total annual sales.
 - A: To learn more about 1WorldSync and its services, visit www.1WorldSync.com or call +1 866.280.4013, Option 1.

- **Q: What is a 1WorldSync Solution Partner?**
 - A: A Solution Partner is a company that enables supply chain functions through the provision of products and services. A *1WorldSync Certified Solution Partner* refers to a company that has been certified by 1WorldSync to connect to the 1WorldSync Data Pool. 1WorldSync customers have the option to choose a certified Solution Partner to assist in managing their data synchronization initiative. For a full list of *1WorldSync Certified Solution Partners*, visit <http://pdm.1sync.org/about-us/solution-partners> and search for a Solution Partner that meets your needs.

- **Q: Do I have to use a 1WorldSync Solution Partner?**
 - A: 1WorldSync provides customers with multiple implementation options to successfully synchronize data with H-E-B. 1WorldSync offers implementation tools for customers and has partnered with some of the largest and most well-known companies in the world, including many that suppliers may already be working with today. A supplier can implement with the solution that best fits their needs and requirements.

- **Q: If I have questions and need help to use the 1WorldSync system – who should I contact?**
 - A: For questions associated with GDSN or H-E-B's data synchronization initiative please contact 1WorldSync Technical Support at technicalsupport@1worldsync.com or +1 866.280.4013.

- **Q: I use data pool "X" or Solution Partner "Y" and have a question about how to use their system – who should I contact?**
 - A: For questions associated with GDSN, the first source for information should be your data pool. The data pool you select should be able to answer or provide proper direction for all your questions associated with data synchronization.



FAQs for H-E-B Suppliers

Publishing Data to H-E-B

- **Q: I want to synchronize my item information with H-E-B. Where do I start?**
 - A: Please see the H-E-B Implementation Guide on the [H-E-B Landing Page](#) for more details regarding implementation requirements.
- **Q: How does H-E-B Subscribe?**
 - A: H-E-B has established an open subscription (CIS).
- **Q: Is H-E-B checking the Initial Load or New Publication Types for incoming Catalogue Item Notification (CIN) publications?**
 - A: H-E-B will accept either publication type, New Item or Initial Item Load.
- **Q: Is H-E-B looking only for items sold in the U.S.?**
 - No, H-E-B would like to receive all items sold in North America.
- **Q: What data attributes is H-E-B interested in receiving?**
 - H-E-B will take in and store all data attribute elements a supplier sends. H-E-B recommends and encourages all suppliers to gather full item attribute information that is relevant to the specific product category. For example, providing nutritional, ingredient and allergen information on food products; providing audio and visual information on electronics and appliances; providing hazardous information on products for proper shipping and disposal needs, etc...
 - H-E-B has outlined their required attributes in Section 4 of their Implementation Guide found on the [H-E-B Landing Page](#).
- **Q: Does H-E-B want me to publish H-E-B Brand items as well?**
 - No, H-E-B Brand items (Central Market, H-E-B, H-E-Buddy, Hill Country Fare, Economax, etc.) are exempt from the data sync initiative at this time. These brand items should not be published. Note: To find out if your item(s) is exempt from this initiative, please contact gdsndatasync@heb.com.
- **Q: What is the Broker's role in the Data Synchronization process?**
 - H-E-B is looking for GDSN data from either the Broker or the supplier. It is the Broker's responsibility to ensure that suppliers are directly publishing their data to H-E-B or that the Broker is doing this on behalf of the supplier.
- **Q: Will the existing H-E-B New Item Process change with the implementation of GDSN?**
 - The existing CPS process is still in place, H-E-B wants Suppliers to first synch items with GDSN as New to H-E-B Production GLN: 0041220000005, then finish using CPS.



FAQs for H-E-B Suppliers

- **Q: When can I expect to see the Catalog Item Confirmation (CIC Authorization) and what CIC messages will I receive?**
 - A: Please note that H-E-B is currently sending only RECEIVED CICs. As H-E-B continues to enhance our New Item Process, we will begin to send CIC Messages SYNCHRONIZED and REVIEW, along with any comments needed in the REVIEW.

- **Q: How will H-E-B handle ongoing Data Synchronization?**
 - A: Suppliers should continue to send changes and correction through GDSN for the items synchronized with H-E-B.