



# Meijer GDSN Initiative

March 26, 2014

CONNECTING TRUSTED PRODUCT DATA EVERYWHERE

# Agenda

- Meijer Overview
- Data Synchronization and GDSN Overview
- Meijer GDSN Initiative Overview
- Synchronizing with Meijer
- Resources & Contact Information
- Q&A Wrap Up

# Meijer

- Meijer is a Grand Rapids, Michigan-based retailer operating over 204 supercenters throughout Michigan, Ohio, Indiana, Illinois, Kentucky and soon Wisconsin. Our stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings

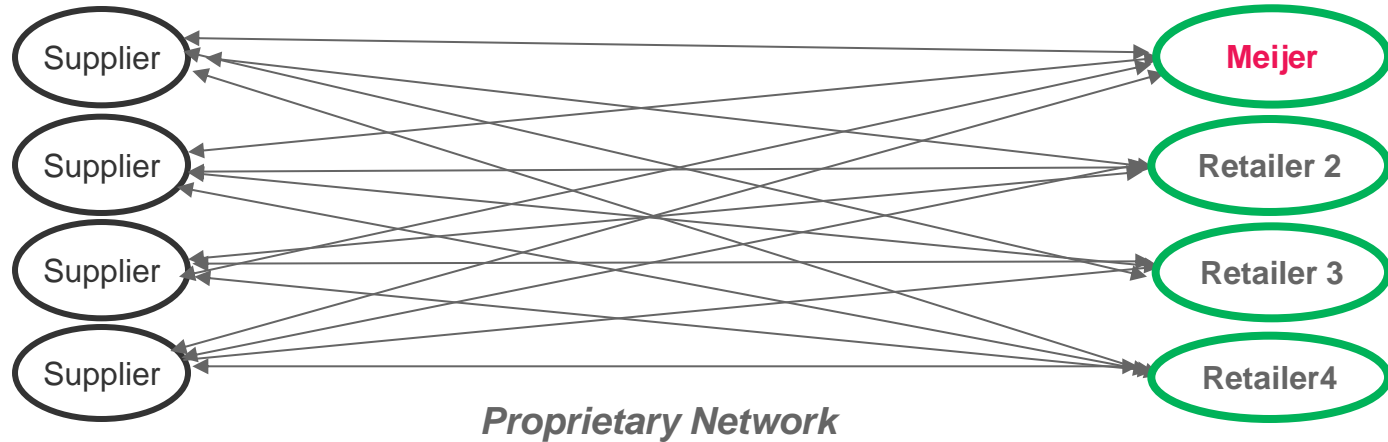


# What is Data Synchronization?

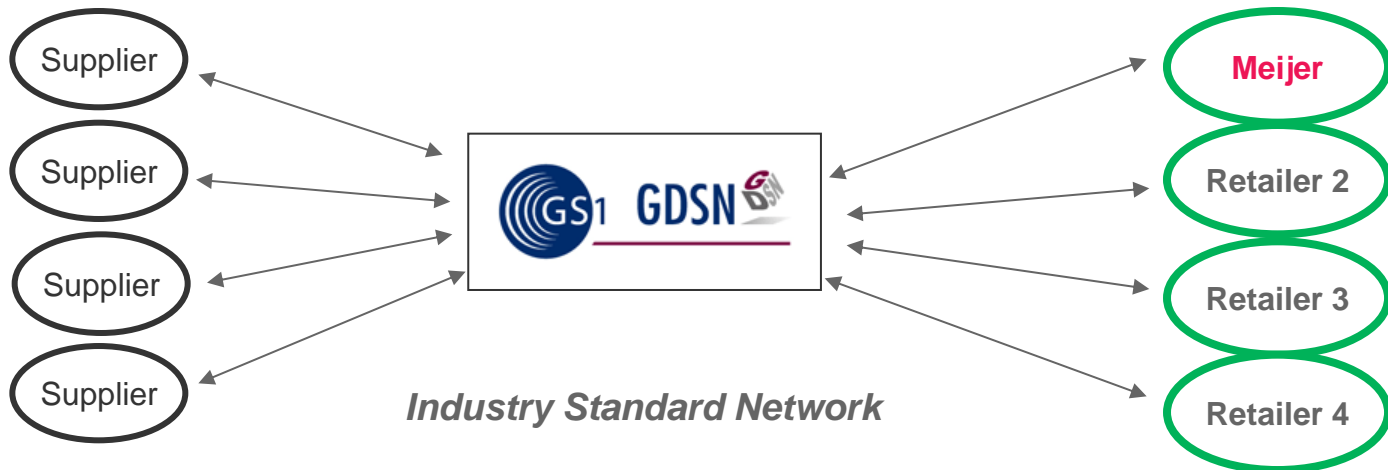
- **Data Synchronization is** the electronic transfer of trade items with ***standardized item number*** and ***location*** information
  - Global Trade Item Number (GTIN)
  - Global Location Number (GLN)
- Utilizes the Global Data Synchronization Network (GDSN), which makes it easy for trading partners to share information seamlessly, even when they subscribe to different GDSN-certified data pools
- The continuous synchronization of that data over time between two or more parties as part of an ongoing business process

# Industry Standards Reduce Cost

Higher  
Costs

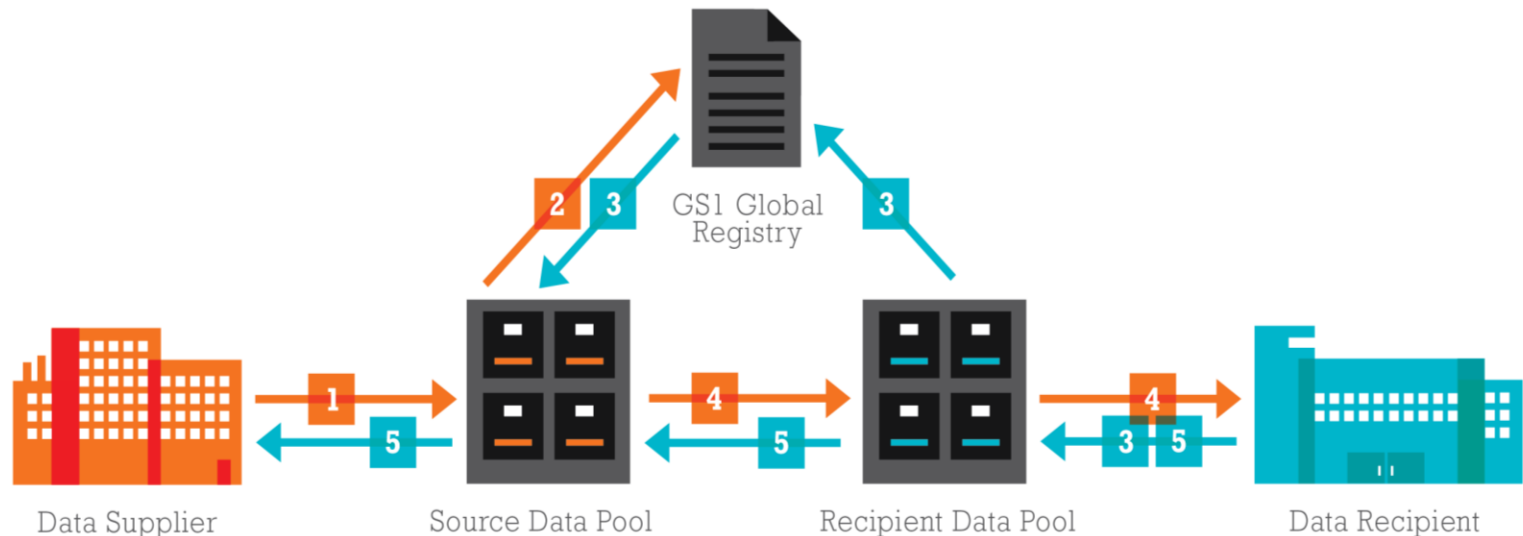


Lower  
Costs



# How the GDSN Works

- The GDSN is built around the GS1 Global Registry and GDSN-certified data pools
- Ensures the supplier and customer are looking at the same accurate information



- |                                |                                  |
|--------------------------------|----------------------------------|
| <b>1. Load Data</b>            | <b>4. Publish Data</b>           |
| <b>2. Register Data</b>        | <b>5. Recipient Confirmation</b> |
| <b>3. Subscription Request</b> |                                  |

# Supplier Benefits

***Complete, accurate and consistent product information to drive efficient business!***

- Drive unnecessary costs out of the supply chain, while growing sales and improving the bottom line
- A single point of entry for item data
- More efficient business processes
- Improved order accuracy
- Enables consistent online catalog content
- Improved speed-to-shelf of new items

# 1WorldSync

**1WorldSync manages the world's product data, driving commerce and convenience for businesses and consumers everywhere.**

- More than 15,000 customers across 54 countries
- Industry leader in global Product Data Management
- World's largest GDSN-certified data pool
  - Responsible for 81% of GTINs and 53% of GLNs in all of GDSN
  - Over 10 million GTINs, 15,000 GLNs synchronizing via 1WorldSync



# Meijer GDSN Initiative

## Goal:

- Achieve our data synchronization by providing a fully integrated item synchronization process for our vendors
  - Requesting all suppliers that are engaged in the GDSN to publish their product data to Meijer
- Improve the **speed and accuracy** of receiving product information
  - **Reducing** hand keying for creating new products
  - Facilitating **faster** launch of new products
  - Increasing the **efficiency** of businesses

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# Meijer Data Synchronization

- All suppliers engaged in the GDSN are requested to publish their **active items** to Meijer
  - All **existing items** to be published as **initial load**
  - Run a report on the Meijer Vendor Net to access the list of items that are in Meijer system
    - MeijerVendorNet>Sales & Merchandising>Sales Reporting>Micro Strategy>Financial>Shared Reports>Item Profile Reporting>UPC Info LookUp
  - **New items** to be published as new. Data Synchronization is encourages for new vendors currently participating in GDSN
- Categories exempted from data synchronization at this time are Pharmacy, Gas Station and Beer/Wine
- Data Sync exemptions: Random weight, existing shippers/assortments. *(existing shippers/assortments can be synchronized, if product exists in the Meijer system.)*

# Steps to Sync GDSN data with Meijer


- Visit [www.1worldsync.com/meijer](http://www.1worldsync.com/meijer)
  - Complete the Meijer Trading Partner Form
  - Review Meijer data sync Implementation Guide and FAQs
- Meijer will subscribe to your publishing GLN and Target Market US
- Meijer will communicate to the primary data sync contact when ready to receive your publication
- Immediately publish your product information to Meijer GLN **0041250000006**
- Manage Catalog Item Confirmation (CIC)
- Once your initial load has been sent, any new or changes to products will be managed through your GDSN Data Pool
- Top off information for New and Changes will be required to be completed on the Meijer VendorNet>Product>Product Set & Maintenance>Product Entry Form Application

# Update the Meijer Product Entry Form

- A GDSN tab has been added to the Product Entry Form Application
  - On this tab you will be able to select:
    - Merchandising Area, Vendor ID, Buyer ID and Product Type
- You will have ability to associated product to an existing product ID or UPC ID
- GDSN data will be highlighted in blue and not be allowed to be changed
- Additional training documentation is available on the Meijer VendorNet
  - Click the ? next to the application
  - Requires access to the Meijer VendorNet

# Resources – [www.1worldsync.com /meijer](http://www.1worldsync.com/meijer)

Data  
Sync  
Info



**meijer**

**GDSN Communications**

Meijer Letter to Suppliers

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**Key Documents**

Meijer Trading Partner Form

Meijer Implementation Guide

Steps to Synchronize with Meijer

Meijer FAQs

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**Education**

Meijer Supplier Webinar

Pre-Recorded Training

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**Helpful Links**

How to Get Started with 1WorldSync

Meijer Partner Website


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GS1 Connect

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Join Meijer at the 1WorldSync User Group and GS1 Connect. Register before March 31st using code 14TPRT1013 and receive an additional 10% off of the Early Bird Discount!



"How to Do Business with Meijer" is on the [GS1 Connect Agenda](#) for Wednesday, June 11 at 2:50PM

**GDSN® Initiative**

Meijer is undertaking a data quality initiative which aims to enhance the accuracy, completeness, timeliness, and consistency of product data and processes. Meijer has decided to receive product data via the Global Data Synchronization Network™ (GDSN®). This will allow Meijer to receive standard, validated vendor data while enabling Meijer vendors to leverage their existing investment in GDSN®. Meijer has partnered with 1WorldSync to help successfully implement its data synchronization initiatives to:

- Reduce hand keying for creating new products
- Make updates to current products easier to maintain
- Provide accurate information and measurements to all business areas
- Facilitate faster launch of new products
- Increase the efficiency of businesses

If you are interested in synchronizing product information with Meijer, please complete the [Meijer Trading Partner Form](#), as Meijer will be following a phased approach to synchronizing with their merchandising vendors.

# Resources - Contacts

- **Meijer**

- Vendor Management Team

- E: [datasync@meijer.com](mailto:datasync@meijer.com)

- **1WorldSync**

- Nate Baker

- E: [nbaker@1worldsync.com](mailto:nbaker@1worldsync.com)

- Technical Support

- T: 866.280.4013

- E: [technicalsupport@1worldsync.com](mailto:technicalsupport@1worldsync.com)