The Global Language of Business

Verified by GS1 Implementation Checklist
For Brand Owners and Retailers

INSTRUCTIONS FOR BRAND OWNERS WITH A NATIONAL BRAND SELLING TO RETAILERS
(including Retailers with Private Brands they wish to include in the **Verified by GS1** process)

Gather Information for Prefix Management

- ❑ **Provide** a list of all your GS1 Company Prefixes to the Technology Support Center agent (TSC)

  The TSC will cross-reference all subsidiaries, check for inactive accounts and other discrepancies and bring to your attention if further action will be necessary

  If you know of updates to old or inaccurate company names, or if your company was a part of a business transaction, acquired subsidiary brands, or want to learn more on Company Prefix transfers, you may find it helpful to review these resources on Mergers & Acquisitions

- ❑ **Verify** and finalize company hierarchy data with the TSC

  The TSC will load this hierarchy of subsidiary companies under the parent company in GS1 US Data Hub®

Data Sharing via Direct Manual File Import (skip to Page 3 for GDSN Import Process)

Manually Managing Your Data in GS1 US Data Hub

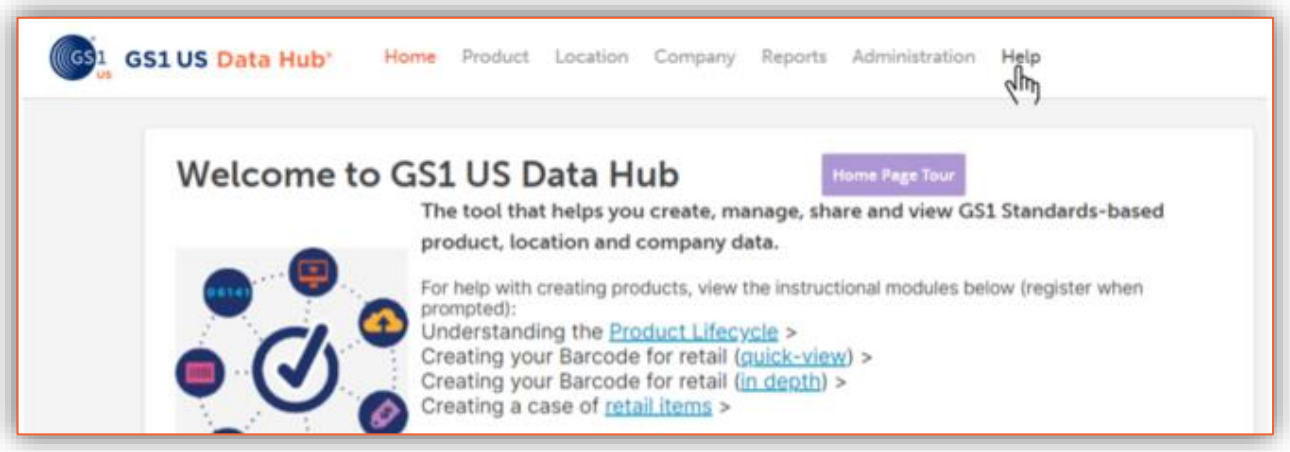
Once you and the TSC have reconciled the list of prefixes, you will use GS1 US Data Hub to:

- ✓ access user guides
- ✓ download templates
- ✓ import your data

If your brand has licensed at least one prefix, you should have access to one login to Data Hub.

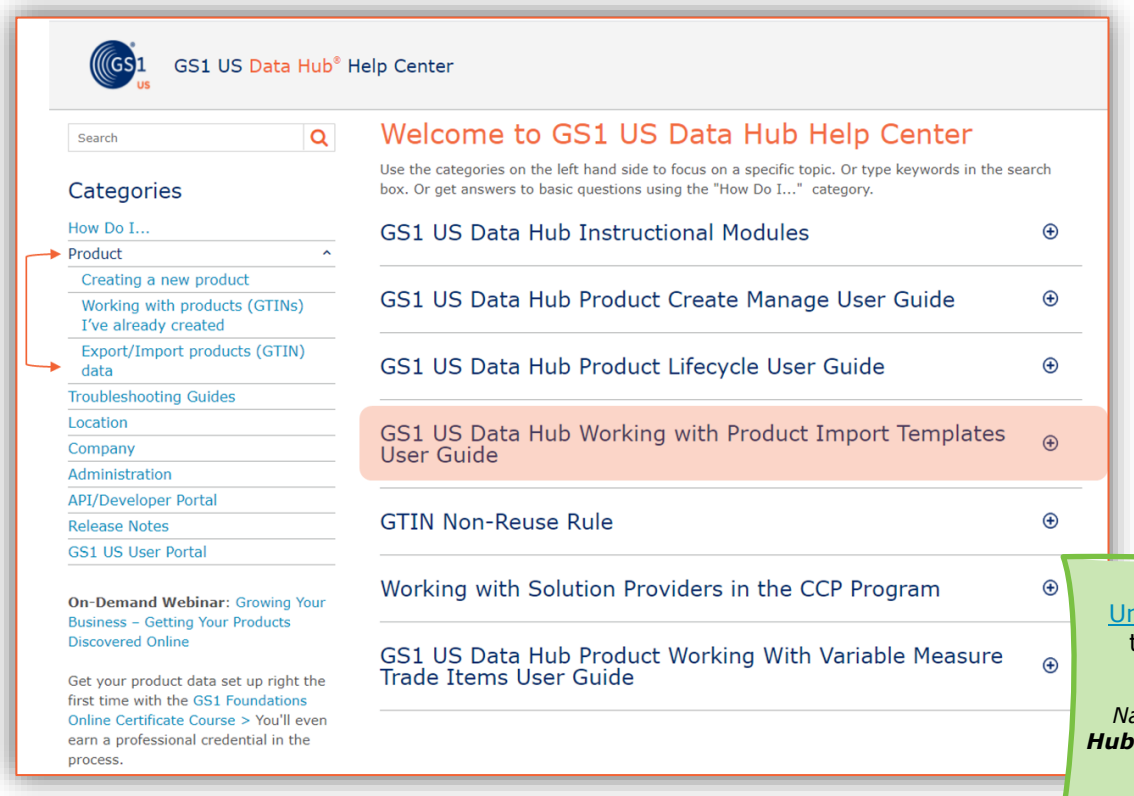
If you do not have access to GS1 US Data Hub, contact GS1 US Member Support 937-435-3870 and request a login and password

- ❑ **Navigate** to the **GS1 US Data Hub Help Center**



- **Download** the *GS1 US Data Hub Working with Product Import Templates User Guide* from under the Product > Export/Import products (GTIN) data section or the quick link on the main screen

  Follow the steps in this User Guide to manually import your data and run reconciliation reports



Check out GS1 US University for additional tutorials, guides and resources.

*Navigate to **GS1 US Data Hub & User Portal** on the left once logged in.*

- **Send** a copy of all Reconciliation Reports to the TSC agent

  The Technology Support Center will review the reports and arrange a meeting to discuss and, if necessary, suggest steps to improve the results in future reports

- **Implement** a schedule to routinely maintain your Data Hub data, reconcile reports and establish a process for new product verification

CONGRATULATIONS! You have completed your first **Verified by GS1** process and your legacy data is in. Now, it will be simple to manage your **Verified by GS1** status in Data Hub for all legacy and new products.

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GDSN Data Upload

- **Send** all information provider (IP) GLNs and all relevant consumer unit/each GTINs you intend to publish to the TSC
- **Publish** GTINs to GS1 US Enterprises 3 GLN as *New* (GLN 0811234008249) in the same way you would publish to any other data recipient

  The TSC will conduct a gap analysis on published GTINs within the GS1 US data pool and provide the results to you
- **Remediate** any GDSN validation errors directly with your data pool

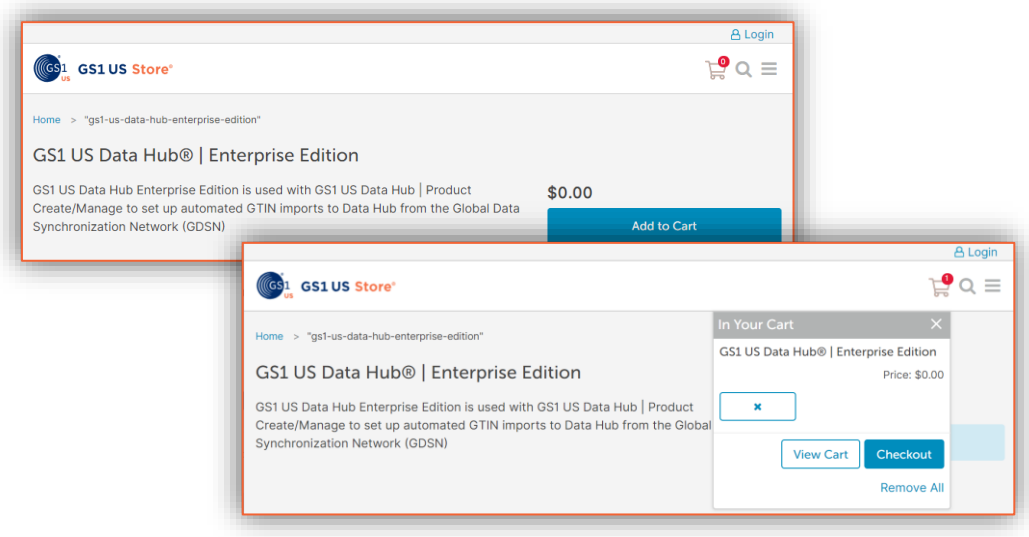
  *As the recipient of data, GS1 does not have visibility to any GDSN Validation Errors. The TSC will help facilitate reconciliation, ensure **Verified by GS1** attributes are populated and provide options to backfill existing data and re-publish based on reports you can provide from your Certified Data Pool.*
- **Verify** and finalize GDSN publication with the TSC

Managing Your Data in GS1 US Data Hub Once you and the TSC have reconciled the list of prefixes and verified GDSN publication, you will work in GS1 US Data Hub® to manage your lists of accounts and GTINs

- **Sign Up** for the Enterprise Edition of GS1 US Data Hub: https://my.gs1us.org/product/1111/gs1-us-data-hub-enterprise-edition

  Enterprise Edition is in addition to any current access you have; all brands wishing to publish their **Verified by GS1** data via GDSN must add Enterprise Edition to your current subscription:

  If you do not have a GS1 US Data Hub® account or need to update your current permissions within the tool, the TSC can connect you with GS1 US Member Support



1. Click **Add to Cart** then **Checkout** and **Sign In** using your myGS1 US credentials

If you are not a current US Customer, **Continue as New**

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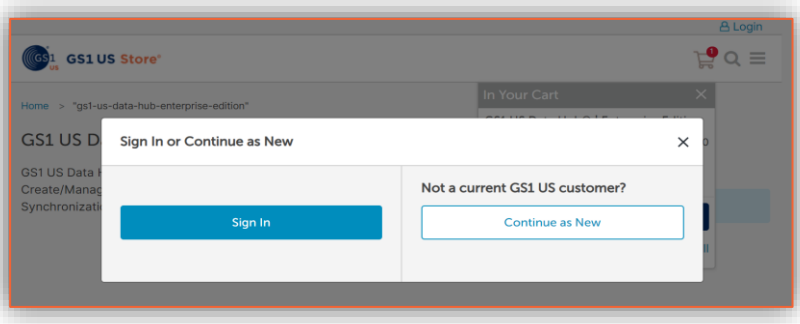

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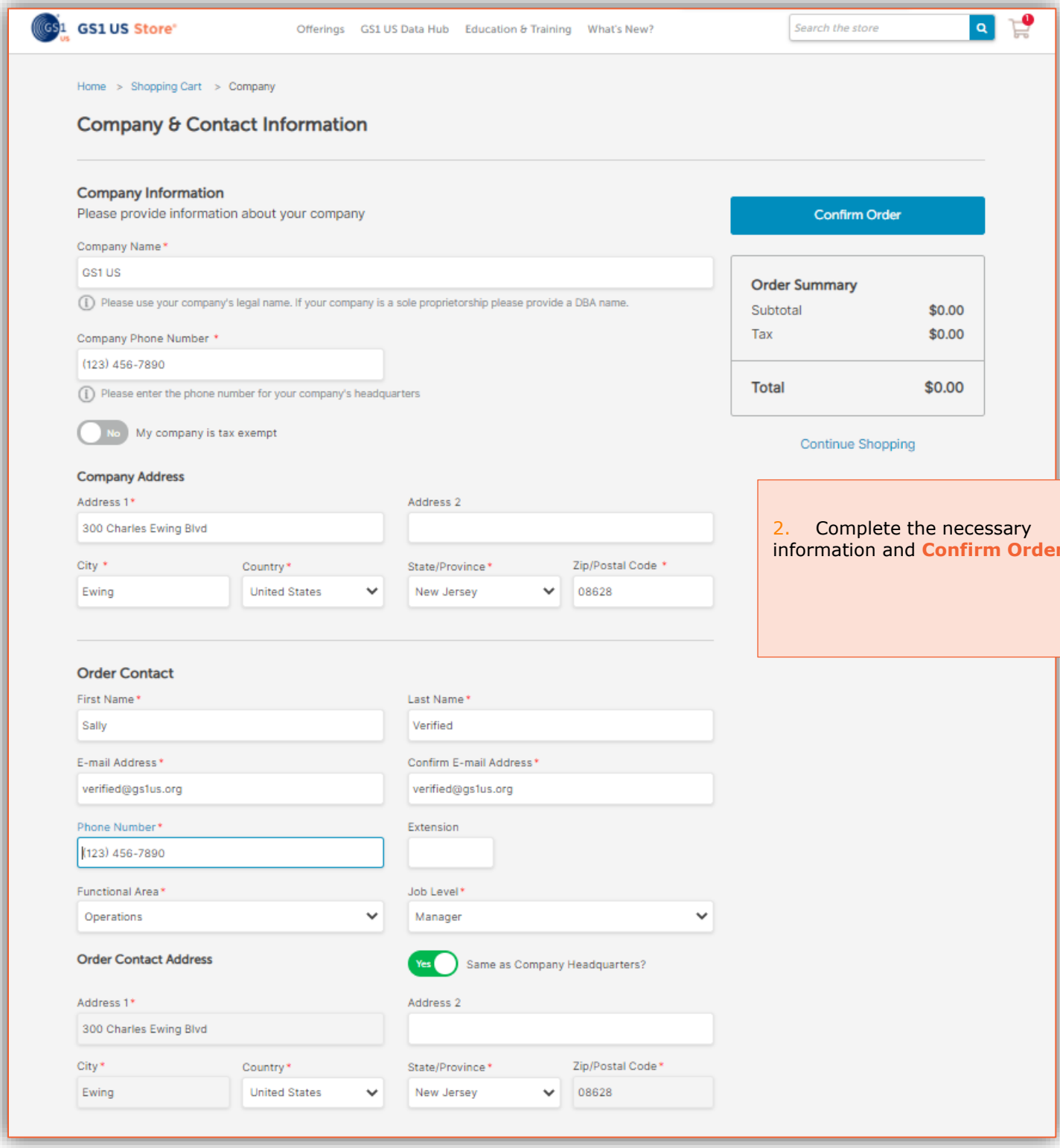

2. Complete the necessary information and **Confirm Order**

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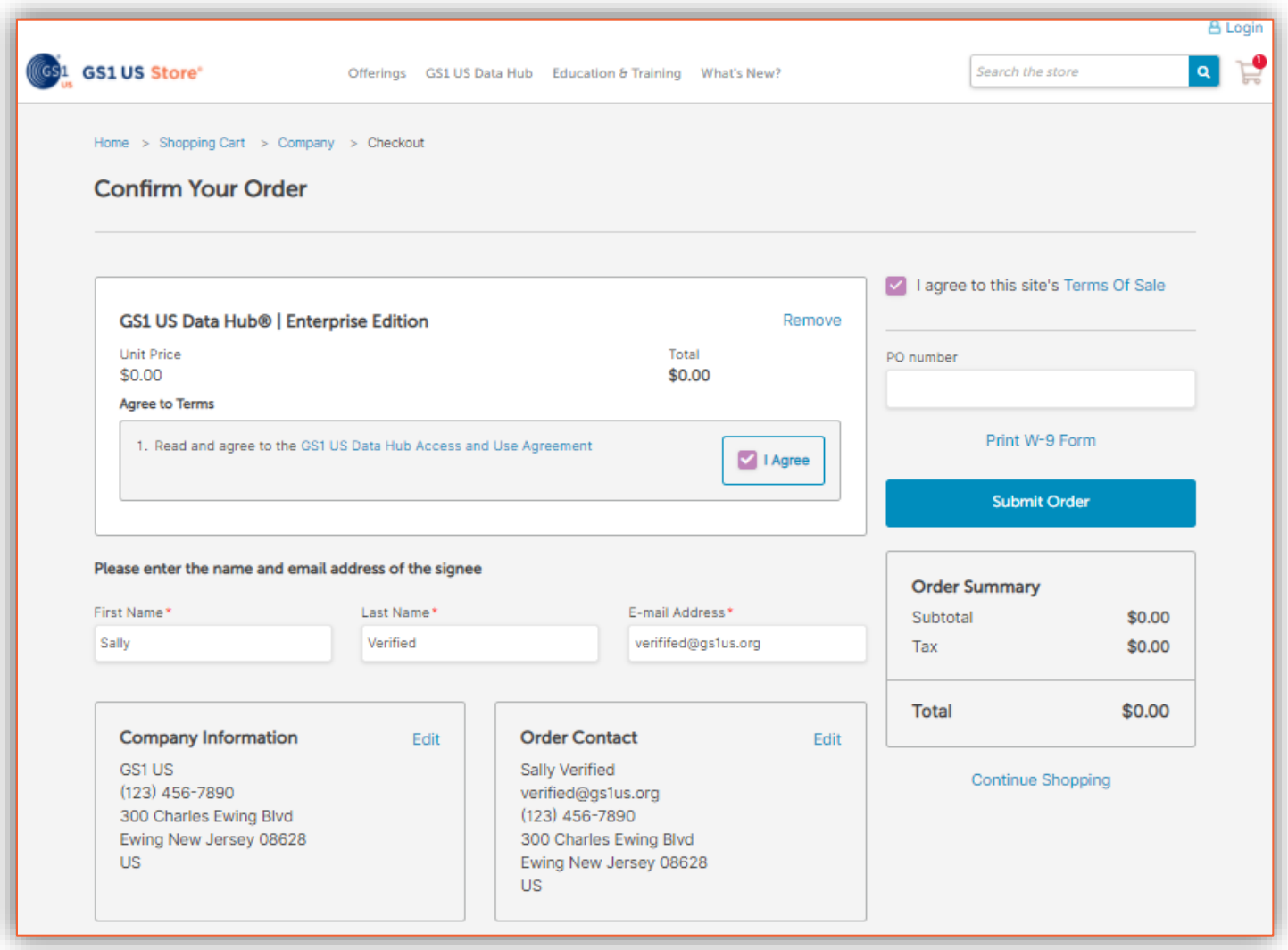
3. Accept the site's **Terms of Sale** and the **GS1 US Data Hub Access and Use Agreement**
4. Enter the name and email address of the signee and **Submit Order**



You will receive a confirmation email with the changes to your subscription

Once Enterprise Edition is added to your subscription, when you log in to DataHub you will see new menu items at the top to manage your lists of accounts and GTINs.

Part 1 Identify the subsidiary companies you would like to manage:

- ❑ **Navigate** to **Administration** > **System Settings - General Settings** > **Umbrella Accounts**

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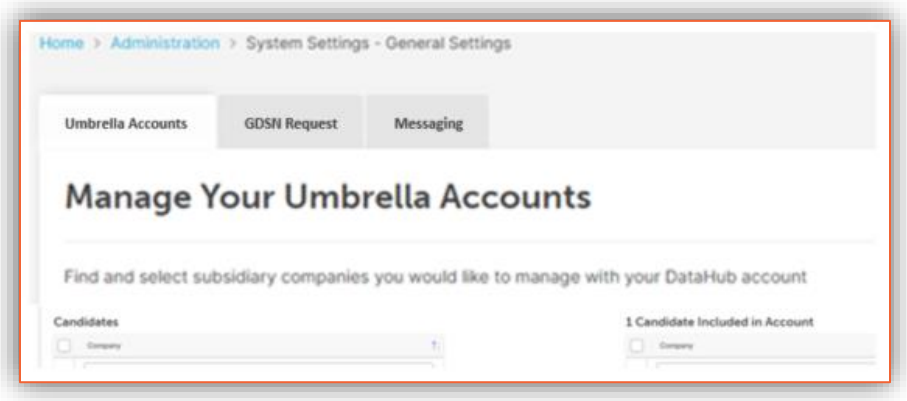
- **Select** one or more candidates to add to your account



- When all candidates are added, **navigate** to the **GDSN Request** tab

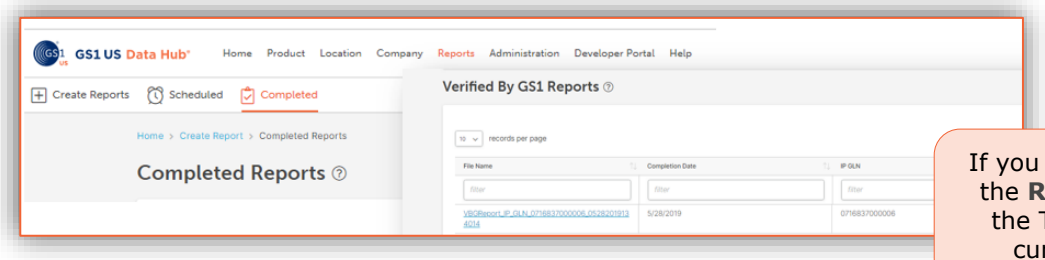
Part 2 Import your GDSN data:

- **Enter** the IP GLN and **Submit**
- **Repeat** this action for all IP GLNs

  Make sure to select the box to receive an email for each GDSN Transfer submitted. The time to receive this email will depend on the volume of data being downloaded and may not be immediate.

Part 3 Run your Reconciliation Reports

- **Select Reports**, and then **Completed**, each IP GLN will generate a separate report
- **Download** all available reports



If you are unable to access the **Reports** tab, contact the TSC to update your current permissions

- **Send** a copy of all Reconciliation Reports to the TSC

  Technology Support Center will review the reports and arrange a meeting to discuss and, if necessary, suggest steps to improve the results in future reports

- **Implement** a schedule to routinely maintain your Data Hub data, reconcile reports and establish a process for new product verification

CONGRATULATIONS! You have completed your first **Verified by GS1** process and your legacy data is in. Now, it will be simple to manage your **Verified by GS1** status in Data Hub for all legacy and new products.

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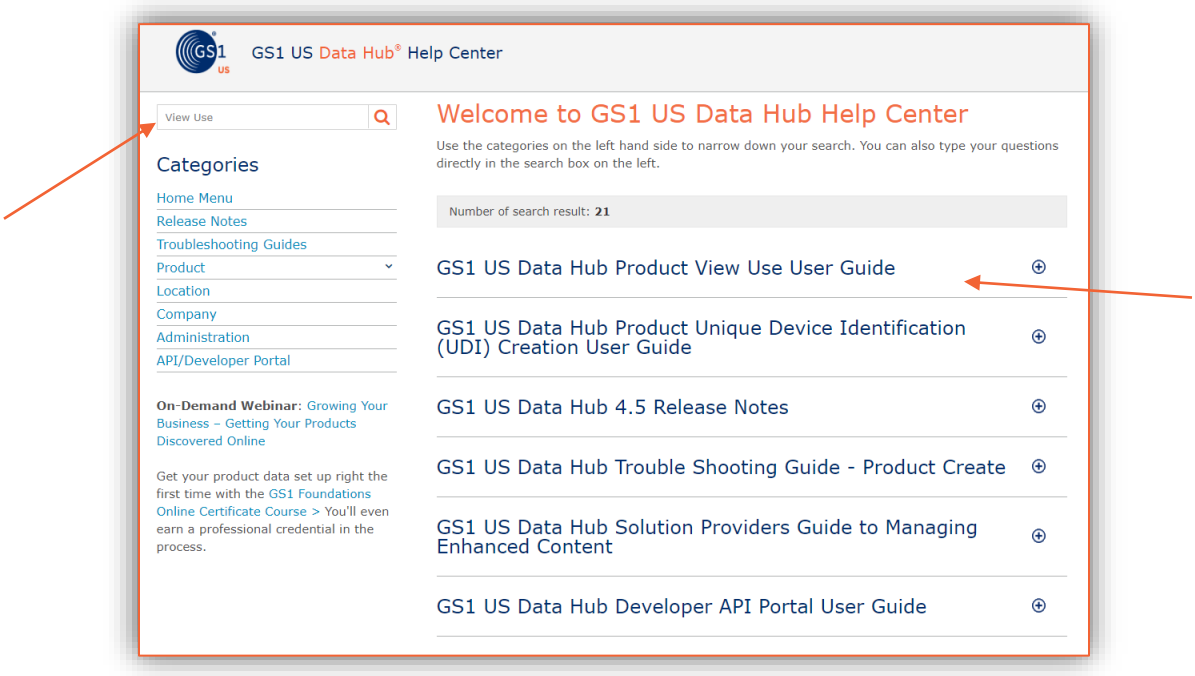
Instructions for Retailers receiving Data from National Brand Owners

Downloading Verified by GS1 National Brand and their own Private Brand Data

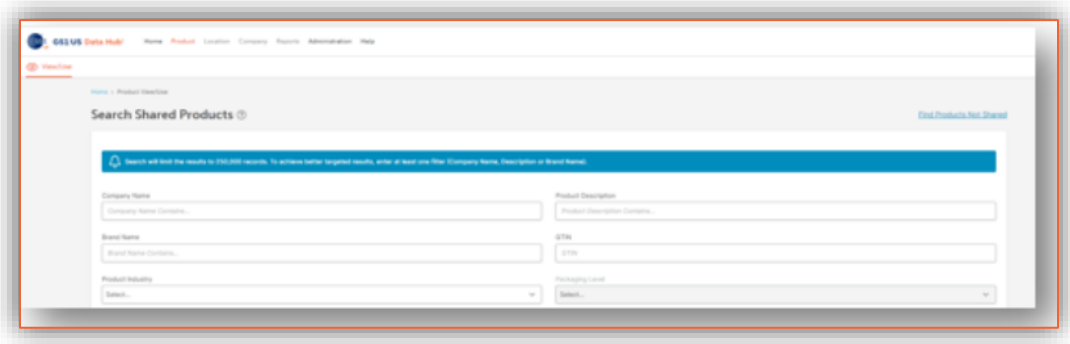
- **Confirm** your current *GS1 US Data Hub* subscription has the **Product View/Use** add-on enabled: GS1 US Data Hub Subscription

  If you do not have a GS1 US Data Hub account *or need to update your current permissions within the tool, the TSC can connect you with GS1 US Member Support*

- **Download** the *GS1 US Data Hub Product View/Use User Guide* from under the **GS1 US Data Hub® Help Center** (Search 'View Use')



- **Navigate** to the **Product** tab and **Export** search results, which will include the **Verified by GS1** attribute data



- To **Export** a spreadsheet, download your results to an approved Data Hub file type (see Export instructions)

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- To **Export** via an API, see the *API/Developer Portal* in the **GS1 US Data Hub® Help Center** and contact the TSC to arrange testing and implementation

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Quick Access Actions

- Sign Up for the Enterprise Edition of GS1 US Data Hub:
  https://my.gs1us.org/product/1111/gs1-us-data-hub-enterprise-edition
- Add/Remove Candidates to your Account (Managing Umbrella Accounts):
  Administration > **System Settings - General Settings** > **Select** Umbrella Accounts
- Download Reconciliation Reports:
  Select **Reports**, and then **Completed** each IP GLN will generate a separate report to download
- Review Products:
  Log In > Select **Products** tab

Helpful Tips from our Wave 1 Participants and Verified by GS1 Experts

UNDER CONSTRUCTION

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