Advisory Services
GS1 US Data Quality Solutions
Supporting the GS1 US National Data Quality Program

High-Quality Data Is Satisfying Today's Information-Savvy Consumers and Delivering New Capabilities to Business

Success in business depends on many factors, but customer satisfaction and business efficiencies most likely rise to the very top of the list for most companies. In that context, would incomplete and inaccurate data about your products diminish your ability to maximize efficiencies and your bottom line?

On the contrary, if you had complete and accurate data about your products flowing through the supply chain, you could:

- **Increase consumer confidence and access to product information**
- **Enhance trading partner collaboration**
- **Improve efficiencies across various business processes**

Regardless of channel, product information now influences an overwhelming majority of all shopping decisions. Yet, as physical audits (through GS1 US data quality pilots) show, overall data accuracy hovers around 50 percent.

In the age of e-commerce, accurate data enables you and your supply chain to deliver the right product, to the right place, at the right time.

Inaccurate Data Risks

Frustrated customers and consumers **+**

Loss of sales and brand reputation/loyalty **+**

Truck and warehouse inefficiencies **+**

Regulatory pressures (labeling, safety, etc.) **+**

= $ 🕐 **Increased cost and wasted resources/time**

"We estimate just over a million dollars in transportation and material handling costs alone will be avoided going forward—just by achieving accurate data for 83 products we identified for improvement." — IPC/SUBWAY®

"Poor data drives up everyone's cost in the supply chain, not just distribution. It is waste in the system that all stakeholders need to work on getting rid of. This is why ongoing education about data quality is truly an investment for success." — Dot Foods

"Integrity of item data probably does not get much thought in most companies. There is an assumption that the item information shared is right, but that assumption could not be further from the truth. Inaccurate data elements can drive up supply chain costs and interrupt the flow of product to the shelf. By ensuring that item data is correct, we can guarantee better availability of product for our customer." — Wakefern Food Corp.

GS1 US **National Data Quality Program**

The benefits of improving data quality permeate through all internal and external data-sharing business processes, impacting trading partner relationships as well as consumer satisfaction. Developed by industry stakeholders representing every facet of the supply chain, the GS1 US National Data Quality Program is designed to be universal, apply to all industry sectors, and address three essential components: data governance, education and training, and attribute audit.
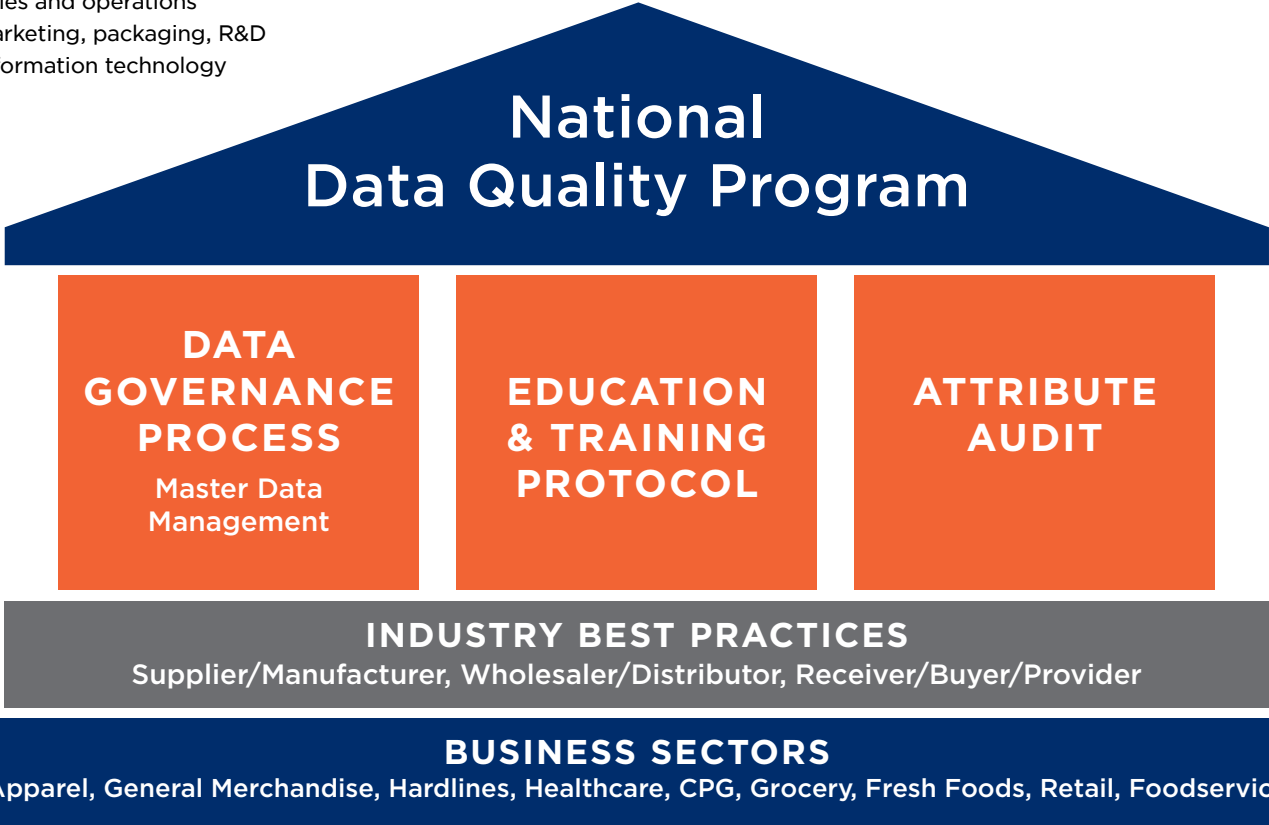
Business Processes That Benefit From Data Quality:

- Master data management
- Data synchronization
- Supply chain management
- Warehouse operations
- Sales and operations
- Marketing, packaging, R&D
- Information technology

Five Point Best Practice[1]

Companies with a strong data governance program ensure processes and procedures are in place to establish and maintain accurate data over time. The GS1 US National Data Quality Program is based on the following Five Point Best Practice®.

- Adhere to GS1 Standards and rules for initial attributes in internal setup
- Assign data owner throughout the organization
- Appoint one entity/department/individual as the sole owner of product data
- Audit all new items produced in a sustainable production environment ready for shipment
- Execute communication of initial attributes and package measurements, both internally and externally

National Data Quality Program

DATA GOVERNANCE PROCESS Master Data Management	EDUCATION & TRAINING PROTOCOL	ATTRIBUTE AUDIT

INDUSTRY BEST PRACTICES
Supplier/Manufacturer, Wholesaler/Distributor, Receiver/Buyer/Provider

BUSINESS SECTORS
Apparel, General Merchandise, Hardlines, Healthcare, CPG, Grocery, Fresh Foods, Retail, Foodservice

[1]The "Five Point Best Practice" is provided courtesy of and with the permission of 1WorldSync Inc.

GS1 US **Data Quality Solutions** *from Advisory Services*

To support industry implementation of the National Data Quality Program, GS1 US offers a variety of solutions to help you meet your specific data quality challenges.

Education & Training
Gain foundational education, overview of data quality

Data quality workshops and on-site customized education and/or training
- Guidance for implementing effective data governance
- Overview of GS1 US National Data Quality Program
- One-on-one access to GS1 Standards and business experts
- Detailed workshop materials
- Add-on options: GS1 Fundamentals, GTIN® Allocation Rules, and Package Measurement Rules certificate courses

GS1 Standards Assessment
Improve adherence to GS1 Standards

Focus on GS1 Standards assessment and implementation status/benchmark
- Benchmark report including gap analysis and opportunities for improvement
- Implementation recommendations for product and location identification and strategy, package measurement, and new item set-up
- Detailed next-step guidance for industry best practices

Data Governance Assessment
Improve data governance process

Focus on data governance assessment and procedures development
- Benchmark report including gap analysis and opportunities for improvement
- Implementation recommendations for data governance roles and responsibilities, documented data governance processes, Key Performance Indicators, verification strategy
- Detailed next-step guidance for industry best practices

Attribute Audit
Verify product data accuracy

Physical audit of products compared to the most recent information shared about that product
- GS1 US Data Quality Certification Readiness assessment
- Scorecard report for products/product categories
- Next-step recommendations to help you achieve and maintain complete and accurate product data

Implementation Support
Integrate data quality into your operations

Customized implementation guidance for any or all three components of the GS1 US National Data Quality Program leveraging results of GS1 Standards and Data Governance Assessments
- Data governance policy development and communications support
- Standard Operating Procedures development to support data quality
- Integration of *Five Point Best Practice* for new item setup

Certification
Demonstrate proficiency and excellence in data quality

Verification of proficiency in all three components of the GS1 US National Data Quality Program
- Review of GS1 Standards and data governance assessment guides
- Quizzes for GTIN Allocation Rules, Package Measurement Rules, and GDSN® (if applicable)
- Attribute Audit

Good Data Has Shifted From Being a Cost of Doing Business to a Strategic Asset

It's not about big data, it's about good data—sharable, linkable, credible data. As consumer demand and reliance on accurate information have progressed from transactional to aggregate, data quality has become a strategic advantage, influencing purchasing decisions and brand loyalty alike.

Strategic Point of Difference

Cost of Doing Business

Transactional Data for Supply Chain

Enriched Data for E-Commerce

Aggregate Data for Consumer Insight

Consumer Experience & Engagement

How Does It Work?

You tell us what your data quality-related business process challenge is, and we assemble a team and a set of assessment and/or educational materials to help:

- Deliver customized training for your team based on your needs at a location convenient for you

- Develop a targeted plan of action to address your challenge

- Provide the advisory services as agreed to by both parties based on a Statement of Work

We're ready to listen and work with you.

For more information on tools, technical expertise, and resources to help you meet your specific data quality challenges, contact us at **advisoryservices@gs1us.org**.

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