It's more important than ever to have the right product and the right information, in the right place, at the right time, to help you meet your customers’ expectations.

Today’s retail trading partners are challenged to deliver an omni-channel strategy that transcends outdated supply chain processes and truly delivers a seamless shopping and fulfillment experience. While industry stakeholders may understand omni-channel, few currently have the operations and infrastructure in place to take advantage of this opportunity. Additionally, growing consumer expectations for real-time trusted product information and inventory accuracy, coupled with their multi-path journey to purchase, are only adding to the pressure.

To foster brand loyalty and increase sales, the retail industry is placing a greater emphasis on delivering a homogenous “always-on, always-open” shopping experience that assists the consumer in making an informed buying decision.

Retail trading partners, to remain competitive in an omni-channel marketplace, are challenged to:

• Connect shoppers with the exact product they want, at the speed they demand
• Deliver consumers trusted product data, across multi-device/multi-channel searches, to enable a better discovery and purchase process
• Streamline operations leveraging interoperable, standards-based technology, including automated receiving processes and EPC®-enabled item level RFID
• Optimize product attribute information so it is accurate and consistent across all consumer touch points

To help the retail industry, GS1 US® has created a customized implementation support services offering. GS1 US Advisory Services deliver a consultative approach that offers a combination of technical and business expertise to address specific challenges your organization may face in integrating the GS1 System of Standards into your operations.

Build your successful omni-channel strategy on a foundation of industry standards, supported by GS1 US expertise

GS1 US Advisory Services

Deliver a precise mix of technical and business expertise to help you optimize your omni-channel business

Help your business implement standards-based technologies the right way

Provide customized education and training support on GS1 Standards
## Customized Education and Implementation Support

GS1 US can create an implementation program consistent with your company's initiatives and specific to your organization's deployment plan. With a special mix of industry, technology, and standards expertise, we can provide the exact services you need. Services include, but are not limited to, the examples described in each section below.

### GS1 US EPC-Enabled RFID Solutions

Support implementation of EPC-enabled RFID for an always-on, always-open shopping experience

<table>
<thead>
<tr>
<th>Education &amp; Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>• GS1 Standards and technology education and training services to support your company's internal or vendor ramp program</td>
</tr>
<tr>
<td>• In-person training and customized education materials for your staff and trading partners</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Implementation &amp; Planning Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Strategic guidance and assistance related to implementation support, highlighting key phase considerations such as: identification, serialization, and requirements for hardware and/or software</td>
</tr>
<tr>
<td>• Guidance on industry best practices for technology implementation</td>
</tr>
<tr>
<td>• Assistance with documenting project requirements, conducting store surveys, helping to assess project effectiveness, and developing business requirements for the roll-out plan</td>
</tr>
<tr>
<td>• Targeted pilot project support and/or implementation planning and support</td>
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</tbody>
</table>

### GS1 US Supply Chain Automation Solutions

Support automated receiving and distribution process improvements for omni-channel retail

<table>
<thead>
<tr>
<th>Assessment &amp; Implementation Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Warehouse assessment and EDI automation gap analysis</td>
</tr>
<tr>
<td>• Education and guidance on creation and use of the Advance Ship Notice (ASN) and GS1-128 label</td>
</tr>
<tr>
<td>• Implementation of the Serial Shipping Container Code (SSCC)</td>
</tr>
<tr>
<td>• Documentation review, including recommendations, to ensure proper usage of GS1 terminology</td>
</tr>
</tbody>
</table>

### GS1 US Image and/or Attribute Standards Assessment

Support compliance with GS1 US industry guidelines and trading partner requirements

<table>
<thead>
<tr>
<th>Assessment &amp; Implementation Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Assessment of compliance with established GS1 Standards, GS1 US industry guidelines, and trading partner requirements</td>
</tr>
<tr>
<td>• Evaluating and documenting current systems and processes</td>
</tr>
<tr>
<td>• Providing a gap analysis of current capabilities vs. image and attribute requirements</td>
</tr>
</tbody>
</table>

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## GS1 US Data Quality Solutions

To support industry implementation of the GS1 US National Data Quality Program, we offer 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

### Data Governance Assessment

*Improve data governance process*
- Focus on data governance assessment and procedures development

### GS1 Standards Assessment

*Improve adherence to GS1 Standards*
- Focus on GS1 Standards assessment and implementation status/benchmark

### Attribute Audit

*Verify product data accuracy*
- Physical audit of products compared to the most recent information shared about those products

### 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

### Certification

*Demonstrate proficiency and excellence in data quality*
- Verification of proficiency in all three components of the GS1 US National Data Quality Program

For more information and resources available to implement an effective data quality program, visit [www.gs1us.org/data-quality](http://www.gs1us.org/data-quality)

## GS1 Standards Solutions

Supports implementation of GS1 Standards to suit your organization’s deployment plan.

### Education & Training

- **GS1 Standards Fundamentals**
- **Global Trade Item Number® (GTIN®) Allocation Rules**
- **Package Measurement Rules**
- **Electronic Data Interchange (EDI) Implementation Best Practices**

### Assessment

- **Benchmark report (including gap analysis and opportunities for improvement)**
- **Implementation recommendations for product and location identification and strategy, package measurement, and new item setup**
- **Detailed next-step guidance for industry best practices**

### Implementation & Planning Support

- **Merger and Acquisition Support**
  - GS1 US Prefix consolidation
  - Global Location Number (GLN) cleansing
  - Focus towards product data management
- **Global Data Synchronization Network™ (GDSN®) Implementation Support**
We created the GS1 US Advisory Services program as a direct response to our customers’ requests for a trusted, open, and flexible partner with a keen understanding of GS1 Standards and the applications of those standards for the retail supply chain. The team is comprised of impartial apparel, general merchandise, and hardlines retail industry experts who provide retailers, marketplaces, suppliers, brand owners, and manufacturers with the perfect combination of innovation, experience, and expertise to help them achieve their go-to-market omni-channel objectives.

The GS1 US Difference

We are completely focused on supporting the needs of the retail community, specializing in helping the industry pilot and deploy standards-based capabilities. Our objective is to work with industry trading partners to help them bridge the gap between their existing supply chain processes, with all of their unique design complexities, and today’s industry-approved standards-based solutions—enabling them to achieve greater inventory intelligence, enhance supply chain efficiency, and realize cost savings as well as increase sales and improve margin.

Industry Momentum

Retailers and brands are witnessing the transformation of today’s supply chain—and those who are taking an active role in the adoption and usage of GS1 Standards and EPC-enabled RFID technology in their everyday business practices are seeing a boost in sales and in customer satisfaction. These companies are reducing their inventory, distribution, and labor costs, while growing sales and achieving visibility in their product inventory like never before. With a well-thought-out plan, and help from GS1 US Advisory Services experts, your organization can do the same.

Get Started

To learn more about how GS1 US Advisory Services can help you strengthen your business relationships, forecast trends more accurately, collaborate with global trading partners more efficiently, improve inventory management, and leverage existing investments, visit: www.gs1us.org/ApparelGM/AdvisoryServices

or contact us at: AdvisoryServices@gs1us.org

GS1 US Advisory Services offer tailored implementation assistance for:
- Supply Chain Automation
- EPC-enabled RFID Solutions
- Images and Attributes
- Data Quality Solutions
- GDSN
- GS1 Standards

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