



Executive Q&A

with Brian P. Murphy, Vice President Data and Analytics at Aramark, Member of the Foodservice GS1 US Standards Initiative Executive Leadership Committee.



Q. How has your participation in the Foodservice GS1 US Standards Initiative helped you improve the customer/consumer experience?

A. We joined the Foodservice GS1 US Standards Initiative so that we could collaborate and better understand what hurdles industry partners have when it comes to sharing complete and accurate product data. As a member of the Executive Leadership Committee, we can have an even greater influence on data sharing practices that will benefit our customers and shared benefits for the supply chain.

Q. What quantifiable benefits have you seen as a result of leveraging GS1 Standards into your operations?

A. First, we are looking for higher data fidelity from our manufacturers for nutritional and allergen attributions, along with other attributions, shared via the Global Data Synchronization Network (GDSN). We are also looking to leverage our data pool to help us associate supplier and manufacture items so that the data can drive greater efficiency in our operations. When all our suppliers and manufacturers are using GS1 Standards to share complete and accurate data, it becomes an enabler for streamlining processes and improving overall value to the business.

Q. What are some key efforts within your company related to product data management, data quality and completeness that directly impact your company? That directly impact your customer?

A. With the continuous supply chain challenges we are getting a lot of new manufacturer items from our suppliers and this is creating a greater need for the enriched attributions that GS1 helps to standardize. We use the GDSN to get product data but the suppliers need to be putting accurate data in the GDSN in order for us to create a positive customer experience.

Q. What are the key areas of focus for your organization to enable efficiencies? How are you leveraging unique identification to help order accuracy, shipping/receiving, inventory management, freshness, and other operational improvements?

A. Order accuracy is important, and using a Global Trade Item Number (GTIN) helps to ensure the correct product is ordered, picked, and shipped. We also focus on improving upon data quality and enrichment, especially for information around nutritionals, ingredients, allergens, and freshness. Hospitals and schools, are just two examples of places we serve customers who trust us to know what's in their food and how fresh it is. Being able to pull accurate product data, including things like batch/lot is mission critical for us.

Q. What are some steps that companies in the foodservice industry take to ensure they are well-equipped to handle digital transformation?

A. Aramark has invested greatly into our data capabilities and continues to expand on those, but capabilities can only take you so far. We need to be able to trust what information the data suppliers are adding into the GDSN is accurate and complete. A commitment to GS1 Standards by us and our trading partners would allow us to leverage data sharing via GDSN to truly drive efficiency across the supply chain.