

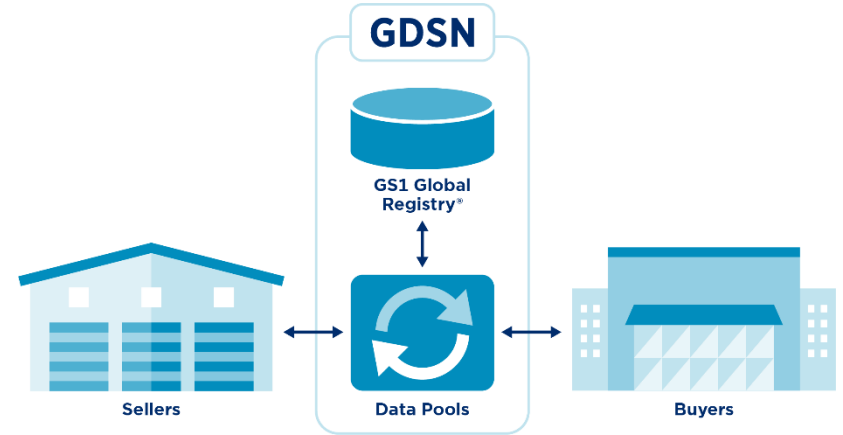
# How It Works: The Stakeholders

Any company that needs to send or receive product information can take advantage of GDSN by **subscribing to a data pool**.

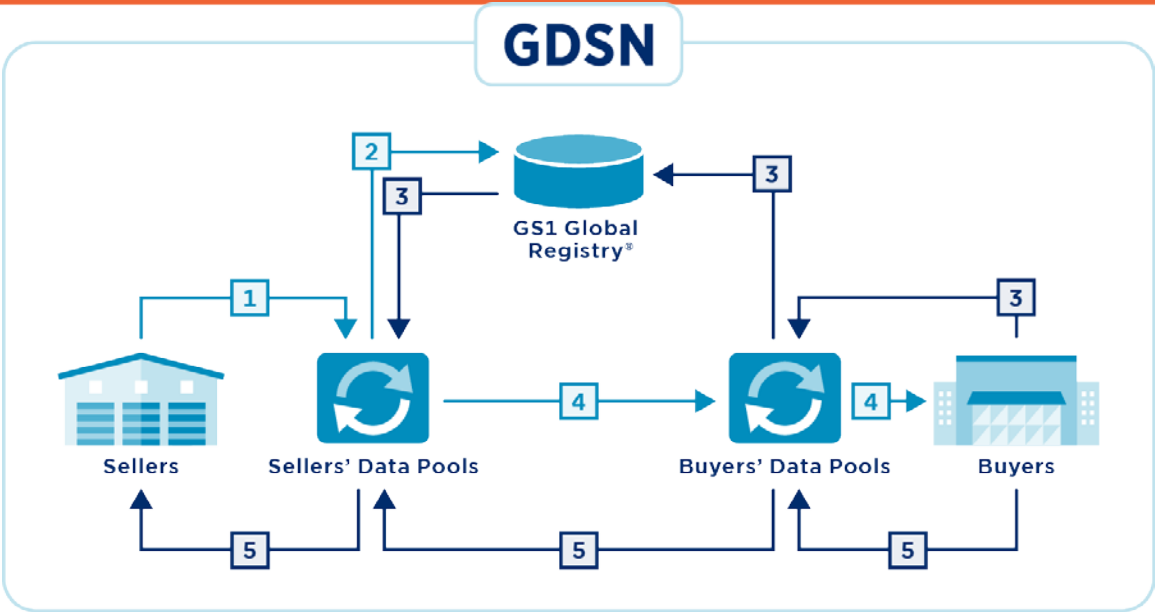
Your data pool will enable you to **set up your product content and synchronize it with all your trading partners**, so you can plug in reliable data for all markets at one time.

Data pools are certified by GS1 and data in **GDSN follows GS1 Standards**.

GS1 is the global organization for product identification and product data.



# The More Detailed View of How GDSN works



- 1. Loading of company data
- 2. Registering of company data
- 3. Subscription to seller's data pool
- 4. Publishing of company data
- 5. Confirmation receipt of company data

