



CDB, your unique access to global data synchronisation

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What is GDSN

- GDSN = Global Data Synchronisation Network
- Goal = optimal electronic synchronisation of product data between supplier and customer
- Within GDSN: 28 certified data pools (CDB of GS1 Belgilux being one of them)

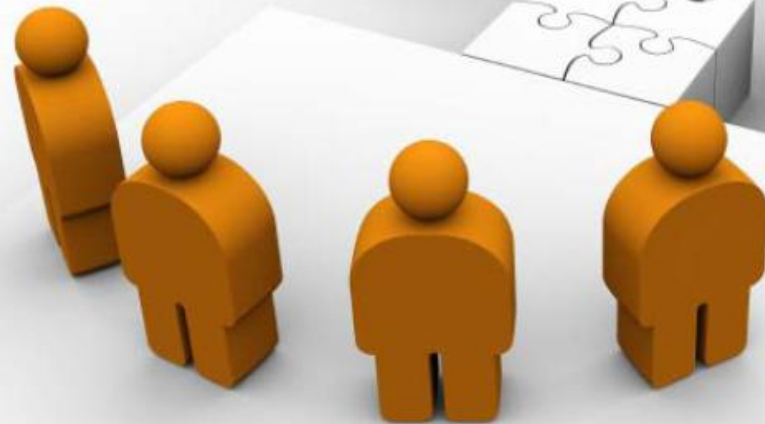


Belgilux

What is the goal?

**Sharing reliable
master data through
Global Data
Synchronisation**

Demand side



Supply side

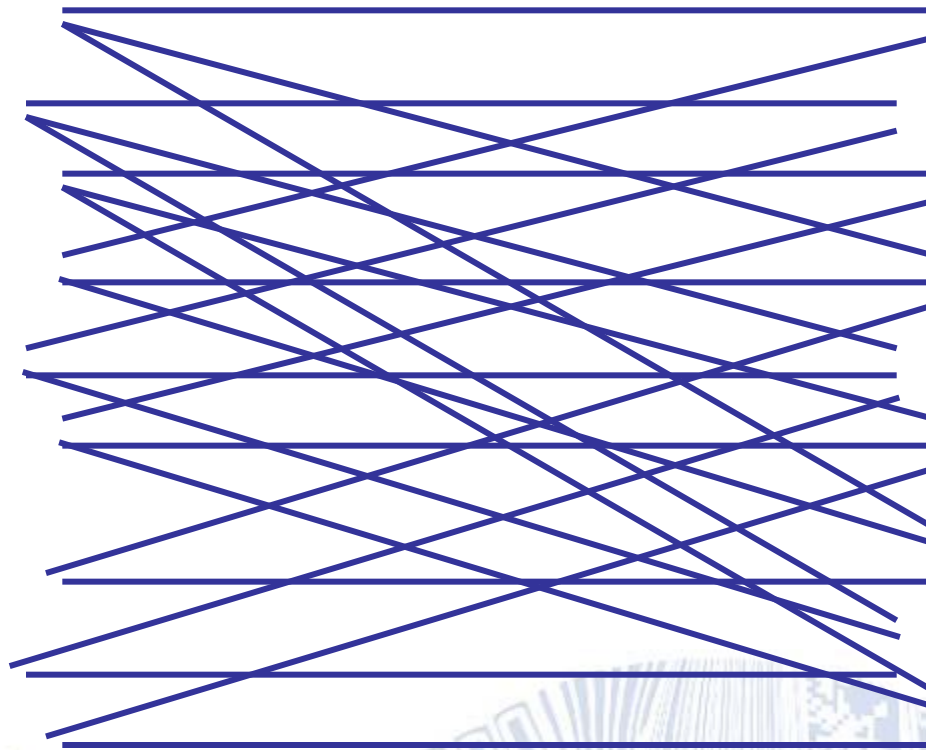


Current situation

1 to 1 product master data exchange



Supplier/
producer

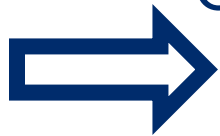


Retailer/
Wholesale



Situation with GDSN

“One single point of access” via a GDSN data pool



- Standardised product files
- Based upon GTIN, GLN and Target Market as key elements
- Prerequisite to participate on the Coupon DP
- Higher data quality due to validations
- Enter only 1 time your data
- Cost efficient



GDSN  data pool



Advantages of GDSN in general

- Quicker and more accurate data exchange
- Everybody has access (under certain conditions) to the same data
- GDSN is the backbone for e-Commerce (EDI)
- Standardised messages within the GDSN network
- Standardised definitions of all attributes (1 meaning for 1 attribute)





Advantages of GDSN for the supplier

- 1 product file for 1 product
- No need for different formats for the same information
- Enter your data once (correctly) and you can publish afterwards to different customers
- 1 single point of access to all customers worldwide
- Data validations on all attributes before publication



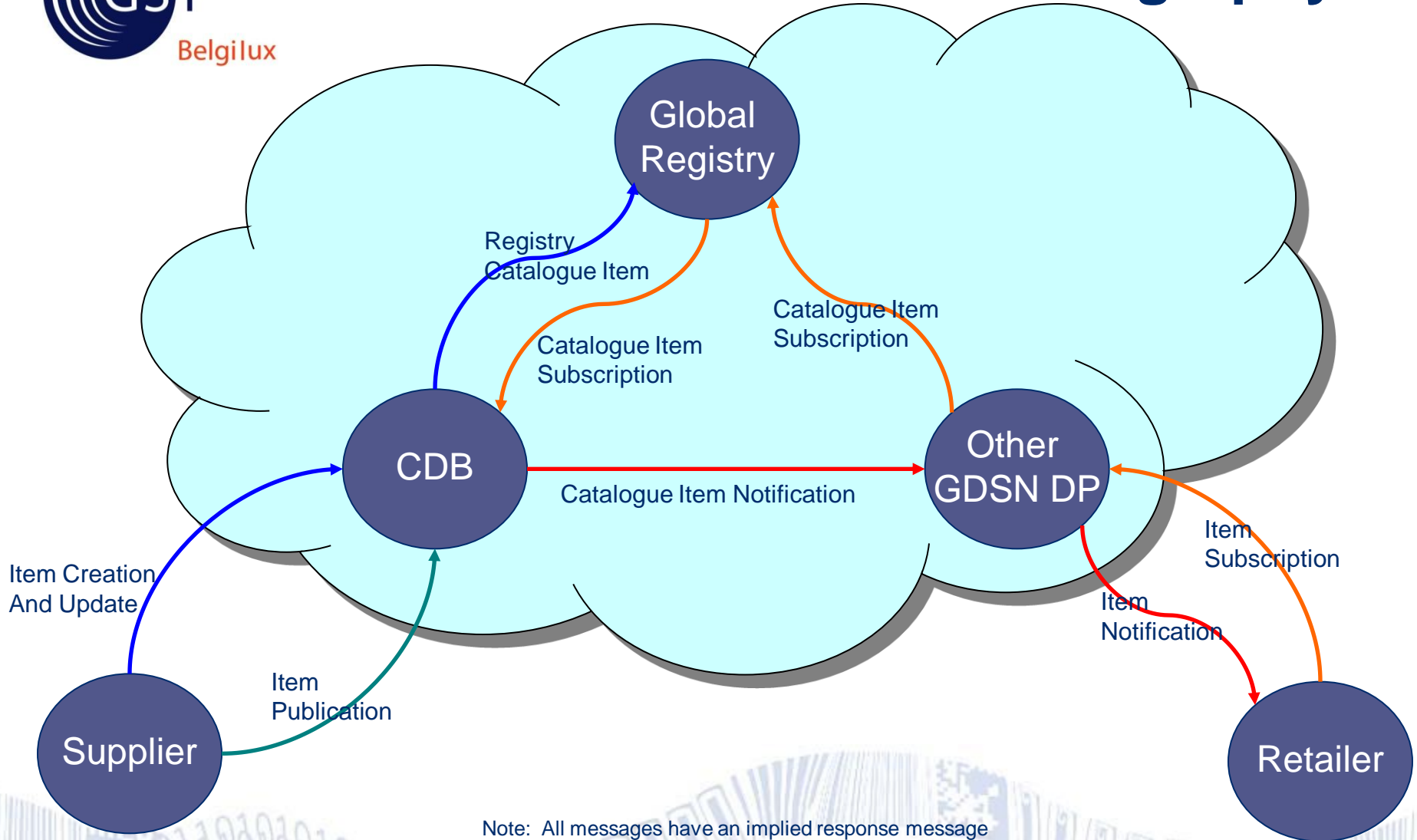
Advantages of CDB for the supplier

- Powered by newest SA2 Worldsinc technology
- 3 ways to upload data:
 - SA2 Webforms (manually via user friendly webinterface)
 - SA2 Excel
 - SA2 XML
- Possibility to copy almost similar product data
- Possibility to use templates
- Link with Coupon DP (via GTIN)
- 1st level multilingual support by GS1 Belgilux

What do you need to get started with GDSN?

- **GLN** (Global Location Number) = unique identification of your company, loading dock, warehouse,...
- **GTIN** (Global Trade Item Number) = unique identification of your products. This is needed to enter product files into GDSN
- **GPC** (Global Product Category) = unique identification of your product withing a product segment, family, class and brick
- **Logistic information** on all levels of your product

The GDSN choreography



Note: All messages have an implied response message

Mandatory attributes

24 mandatory GDSN attributes

Global Trade Item Number	Name of Information Provider	Is Trade Item a Despatch Unit	Depth
Target Market Country Code	Brand Name	Is Trade Item an Invoice Unit	Depth UOM
Trade Item Unit Descriptor	Start Availability Date Time	Is Trade Item a Variable Unit	Is Packaging Marked Returnable
Effective Date	Functional Name	Is Trade Item an Orderable Unit	Width
Publication Date	Is Trade Item a Consumer Unit	Height	Width UOM
Classification Category Code	Is Trade Item a Base Unit	Height UOM	Information Provider

How do I get started?

- Become member of GS1 Belgium & Luxembourg
- Enroll for CDB (go to <http://www.gs1belu.org/nl/cdb-lid-woorden-en-tarieven>)
- One time setup fee (depending on your annual revenue)
- User-ID and password provided by GS1 Belgilux
- Hands-on training
- When having CDB or Coupon DP problems:
contact the helpdesk (CDB.support@gs1belu.org)



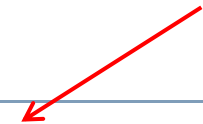
[Log-in screen \(http://portal.sa2worldsync.com\)](http://portal.sa2worldsync.com)

SA2 | **WORLDSYNC**
Master Data Services for Global Commerce



User	<input type="text"/>
GLN	<input type="text"/>
Password	<input type="password"/>
	<input type="button" value="Login"/>

[register](#) © 2008 Pironet NDH AG, Cologne



Welcome to SA2 Worldsinc

SA2 Worldsinc is a cross-sectional and global portal for item master data synchronization (catalogues). Based on internationally standardised contents process rules and functions it provides multilateral master data alignment between manufacturers and retailers.



WebCatalog

Search for trade items in the SA2 Worldsinc master data pool using different criteria.
Print the trade item record or export the data ad hoc.



WebForms

Maintenance of trade item master data
Input of master data and media data to make it available to other participants.



Track & Trace

Function for search and view of GDSN messages using different criteria.



Reporting

Statistics and reports about the trade items in the SA2 Worldsinc trade item master data pool.



WebSubscription

Create subscriptions to decide which item master data is regularly transmitted to you in a subscription.



WebAdmin

Manage your account.



Search

Search item (s)

[Advanced search](#)

Versions

2009/03/23 -

Legend

Editor hints

- No errors or warnings
- Warnings existing
- Errors existing

Input hints

- Warning
- Save/release possible
- Error
- Save possible / no release
- Fatal error
- Save not possible/no release
- Warning (fieldcontent has been changed)
- Error (fieldcontent has been changed)
- Fatal error (fieldcontent has been changed)
- Mandatory field
- Optional field
- Conditional field
- Entry currently not allowed
- Code list selection assistance
- Other values allowed

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Core Item Information

Identification Private Information Description Additional Information Hierarchy Information

Global Trade Item Number (GTIN)

Additional Trade Item Identification

No.:1/999

Additional Trade Item Identification

Additional Trade Item Identification Type

Target Market Country Code

Target Market Subdivision Code

Trade Item Unit Descriptor

Trade Item Status

Effective Date

Publication Date

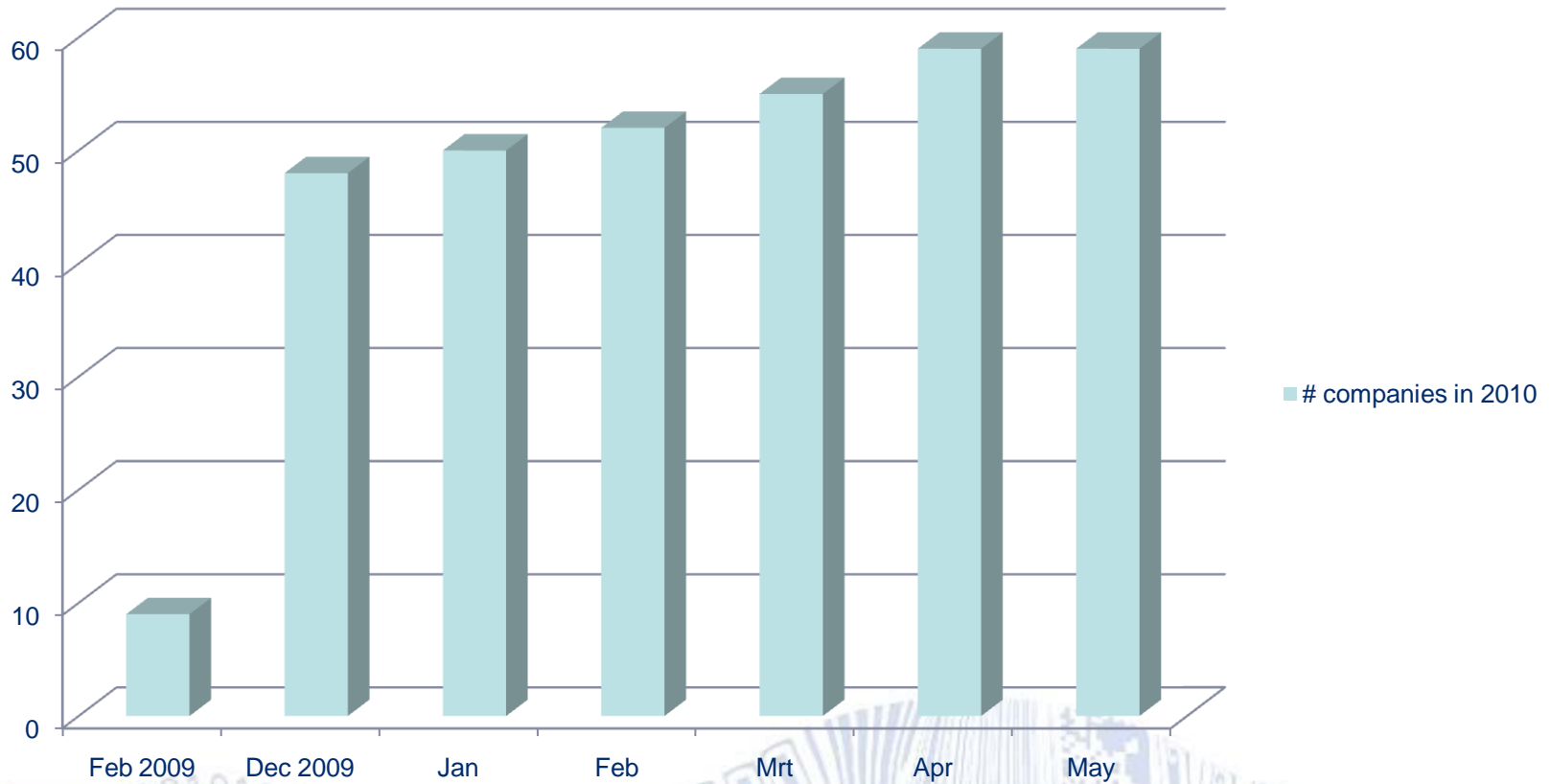
Classification Category Code

Neutral:

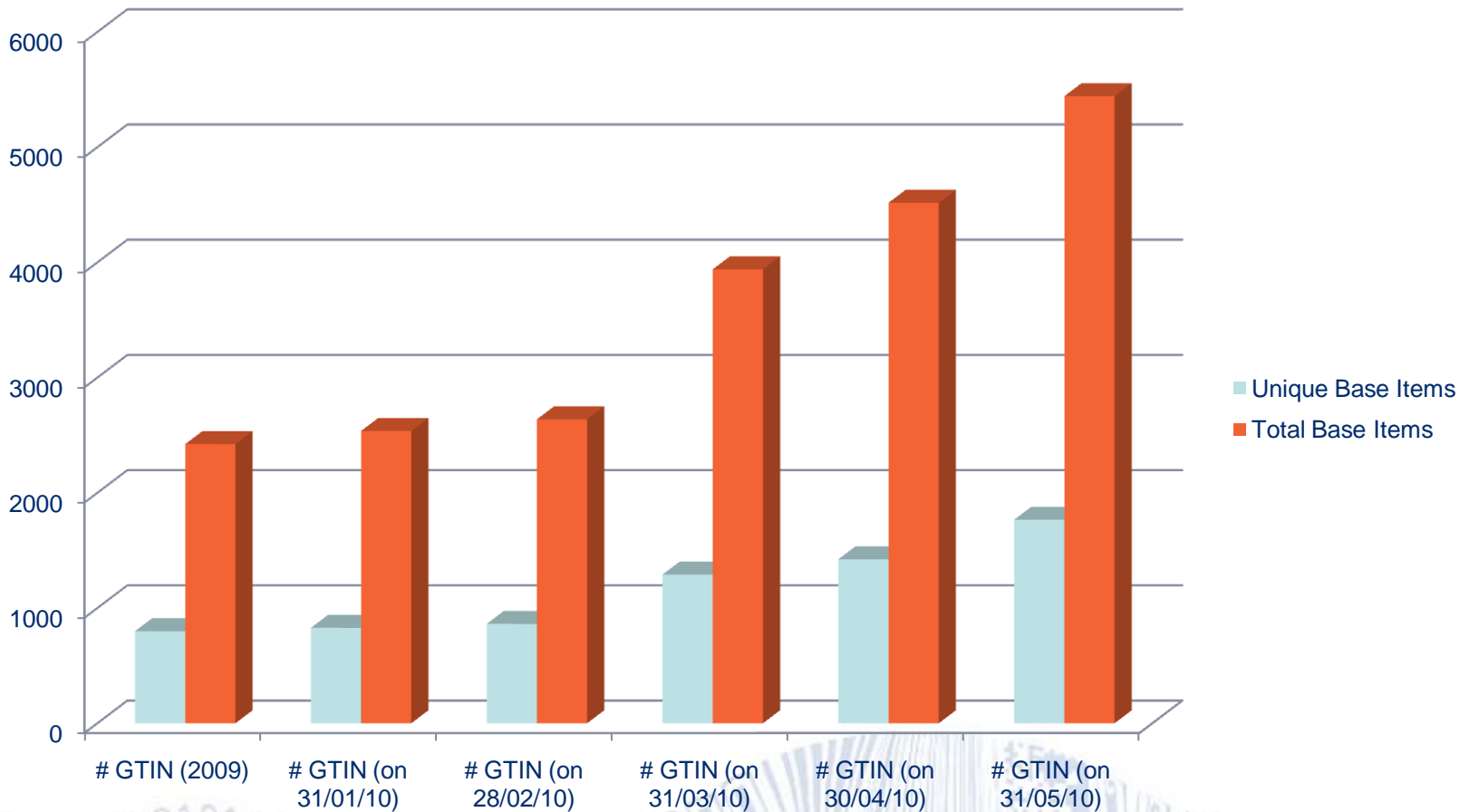
Classification Category Code

Number of CDB members

companies in 2010



Number of GTINs stored and released



CDB tariffs 2010

Annual revenue in euros

Activation fee in euros

< 2.500.000	150
Between 2.500.000 and < 6.000.000	300
Between 6.000.000 and < 12.000.000	500
Between 12.000.000 and < 25.000.000	600
Between 25.000.000 and < 125.000.000	800
Between 125.000.000 and < 750.000.000	1.000
750.000.000 or more	2.000



Vision of the retailers on GDSN

1. **CORA:** live via CDB with 125 suppliers in 2010
2. **DELHAIZE:** upgrade of the Vendor Portal to become GDSN-compliant in 2010
3. **CARREFOUR:** Project in test phase!
Roll-out Q3-Q4/2010
4. **MAKRO:** go-live from 1/10/2010 on
5. **COLRUYT:** investigating internally





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