



# GS1 Belgilux Coupon Data Pool

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- Definitions
- Challenges
- GS1 Coupon Data Pool – concept
- Smooth integration of GDSN with Coupon Management
- Value proposition and benefits for retailers and suppliers
- Implementation plan
- Conclusions & questions

A GTIN (Global Trade Item Number) is the GS1 identification key used to identify a **trade item** (e.g. consumer item, grouping, ...).

This key is composed of the GS1 company prefix, an article number and a check digit.



(GTIN in an EAN-13 barcode)

A GLN (Global Location Number) is the GS1 identification key used to identify **physical locations or legal entities**.

This key is composed of a GS1 company prefix, a location reference and a check digit.



5412345000013

A ticket that can be exchanged for a financial discount or rebate when purchasing a product. Customarily, coupons are issued by manufacturers or by retailers, to be used in retail stores as a part of sales promotions. They are often widely distributed through mail, magazines, newspapers, the Internet, and mobile devices such as cell phones.



**0,25€ KORTING**

BIJ AANKOOP VAN EEN SIXPACK DE KONINCK 6X25CL

BERICHT AAN DE HH. HANDELAARS: BROUWERIJ DE KONINCK NV, MECHELSESTEENWEG 291, 2018 ANTWERPEN VERBINDT ZICH ERTOE DE TEGENWAARDE VAN DEZE BON TERUG TE BETALEN INDIEN AAN DE VOORWAARDEN VAN HET AANBOD VOLDAAN WERD. NIET CUMULEERBAAR MET ANDERE ACTIES EN ENKEL GELDIG BIJ AANKOOP VAN HET VERMELDE PRODUCT. DE BONNEN DIENEN VOOR CONTROLE EN TERUGBETALING GESTUURD TE WORDEN AAN PROMO-CONTROL, AV. DES PÂQUERETTES 55, 1410 WATERLOO. ENKEL GELDIG IN BELGIË. BON GELDIG TOT 31/10/2009. 1 BON PER PERSOON. V.U.: BROUWERIJ DE KONINCK, MECHELSESTEENWEG 291, 2018 ANTWERPEN.

9 820495 070255

HANDJE, HET NIEUWE GLAS VAN DE KONINCK

IEDEREEN HEEFT ER DE MOND VAN VOL

WWW.DEKONINCK.COM

SURF NAAR  
WWW.DEKONINCK.COM  
EN WIN EEN  
DROOMREIS  
NAAR AZIË  
T.W.V. €4000

WWW.DEKONINCK.COM

DE KONINCK  
1853  
SPECIALE BELGE

The coupon printed out by a consumer at home, elsewhere from the Internet or obtained by e-mail. The coupon must be offered in a “controlled” web environment.

e-COUPON



**syoss**

REPAIR TREATMENT  
Conditioner

500 ml

## -0,75€

A l'achat d'un produit SYOSS au choix  
(parmi la gamme)

**Réservé à :**

XXXXXXXXXX

XXXXXX

**Valable jusqu'au :**

14/09/2009

**Message au consommateur:**  
*Ce bon vous est accordé à titre personnel. Tout usage illégitime tel que : copie, falsification, diffusion via Internet, présentation à la caisse pour un autre achat. ... mènera à poursuite. Un seul bon par produit acheté sera accepté. Ni remboursement, ni échange ni remboursement contre argent sont permis. Cette offre est non cumulable et valable uniquement en Belgique.*

**Message à MM les détaillants:**  
*Les bons doivent être renvoyés pour contrôle et remboursement à HighCo-DATA Benelux - 55 avenue des Pâquerettes - 1410 Waterloo, et ceci au plus tard à la date limite de validité + 3 mois.*

**E.R.: N.V HENKEL BELGIUM S.A (Brussel)**



WDMSB8REF





9 826153 050751



A digital coupon is a coupon that crosses the full coupon process without the requirement to be produced as “paper” or in other hard-copy form. *Mobile coupons* are a type of digital coupon received and/or presented (for redemption) via consumer mobile devices.



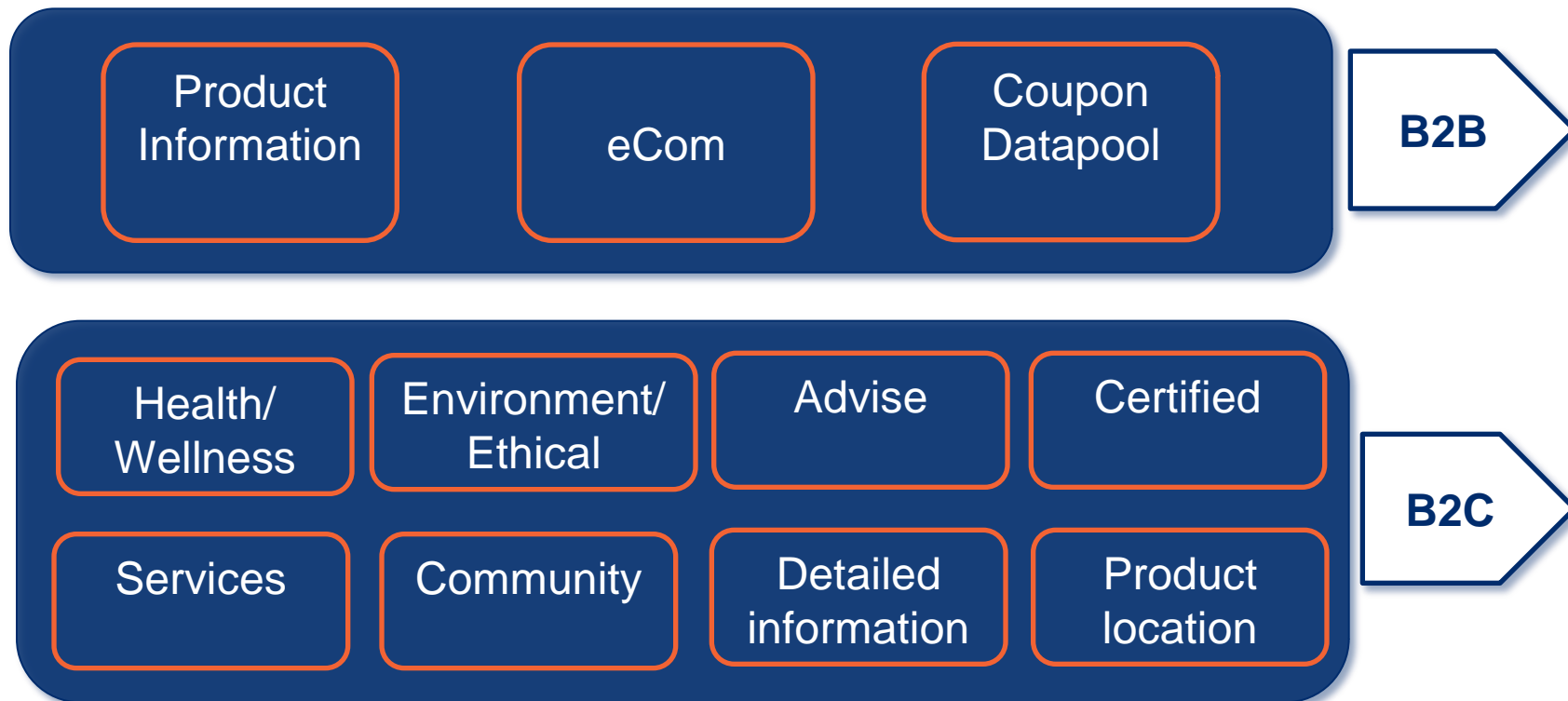
- GDSN = Global Data Synchronisation Network
- Goal = optimal electronic synchronisation of product data between supplier and customer
- Within GDSN: 28 certified data pools (CDB of GS1 Belgilux being one of them)



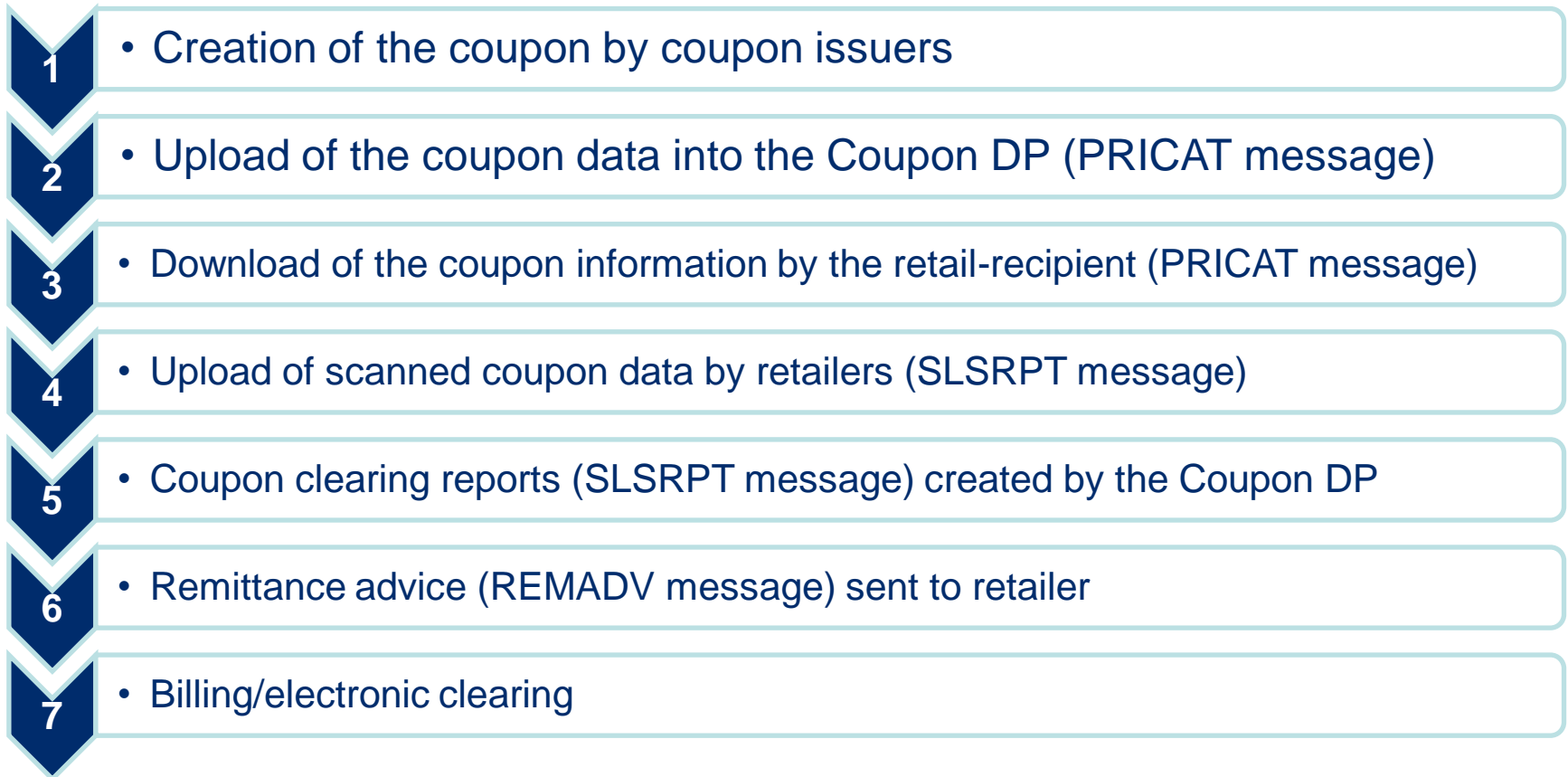
# Coupon clearing today

- Not innovative
- E-clearing done in Spain and Germany
- Only e-counting in Belgium
- Many coupons in BELU
- Digital coupon/other carriers
- PingPing Delhaize
- We need to prepare the future

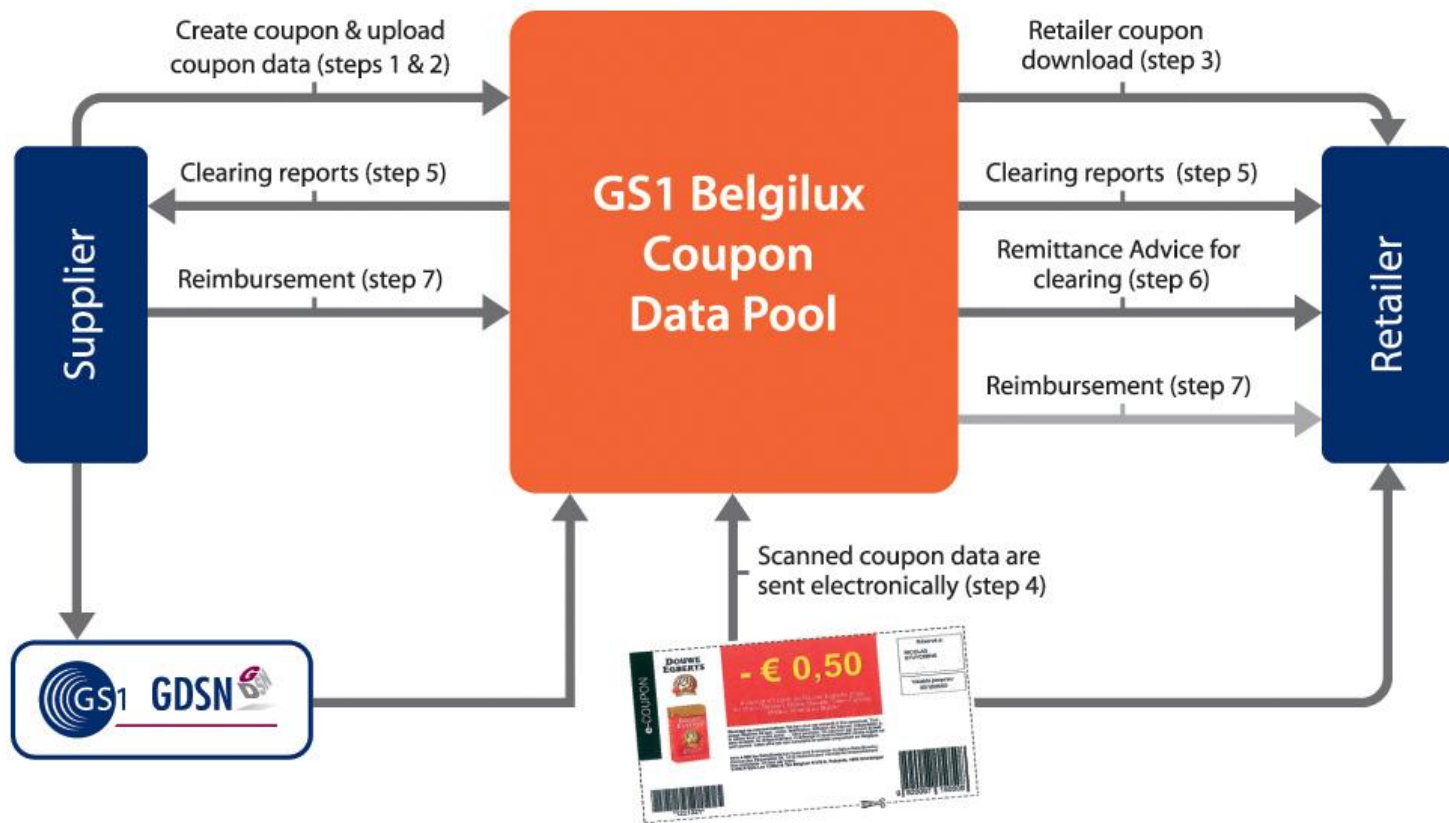
**B2C is already in place  
and in Belgium we are still working on B2B**



- GS1 DataBar – where is the business case?
- Current Coupon Service Provider in Belgium: only paper based solution
- Market needs:
  - One central couponing solution for paper , internet and mobile coupons (later: meal vouchers)
  - Sustainability and reduction of supply-chain costs
  - Win-win for suppliers and for retailers
- GS1 Belgilux as pioneer with worldwide first and unique solution design



## GS1 Belgilux Coupon Data Pool scheme



## Decision of the Board

- Participants in the RFP (HighCo data, Accenture, Wincor Nixdorf, Valassis, SA2 Worldsync/acardo)
- **The GS1 Belgilux Board selected SA2 Worldsync / acardo as exclusive solution providers for the Coupon Data pool in Belgium & Luxembourg**
- **GS1 Belgilux will offer the Coupon Data pool bundled with CDB membership or not**



- Seamless integration of Coupon Data pool with GDSN via CDB Data pool
  - Automated link between the GTIN (EAN 13 and 8) and the coupon
  - single-sign-on for suppliers and retailers via web-user-interface
  - increased data quality and consistency in both data pools (CDB and CouponDP)
- Flexible features for management of Coupon Families (GTIN/EAN-families, e.g. for one brand): simplifies handling and increases data quality significantly

# Main innovations

- Fraud prevention, i.e. consumers can not use the coupon anymore without having bought the product
- As a consequence, mis-redemption drops (- 4 %)
- Difference with current clearing in Belgium & Luxembourg:
  - link between GTIN and coupon
  - no paper clearing anymore

# Benefits for retailers

- Eliminated costs of paper coupon handling; audit proof processes
- Accelerated check out process handling
- Coupon market transparency (retailers can see all current coupons on the market including coupon attributes)
- Eliminated invoice discrepancies through high data accuracy
- Accelerated reimbursement cycle
- Smart data quality tools validates coupons- and master data for an efficient check out handling
- Meal voucher

# Benefits for suppliers

- Elimination of redemption errors
- Minimized coupon fraud
- Transparency through redemptions reports
- Easy Promotion Management through Coupon Family Management Tool
- Support for bilateral coupon campaigns
- Faster and enhanced redemption reports on a weekly basis
- Drop in misredemption (-4 % = 6 MiO coupons)
- Less costs

- Flat fee for Coupon Data Pool membership tbd Board GS1 (as well retailers as coupon issuers)
- Transaction fee for each coupon scanned (coupon issuers)
- Invoicing twice a month via eCom (no paper anymore)

# Implementation plan

- Implementation by SA2 Worldsync / acardo: from now on
- Next milestones:
  - Training retailers / suppliers
  - POS integration with min. 2 retailers
  - Pilot with selected end user companies
  - Parallel usage of electronic and paper clearing
  - Live (= exclusive electronic coupon management): spring 2011

- Eliminated costs of paper coupon handling
- Audit proof processes
- Accelerated check out procedure
- Increased coupon clearing security (fraud prevention), consistency and transparency
- Reduced mis-redemption – more coupon campaigns possible
- Faster results – faster cash flow
- Highest transparency through campaign reportings on store level

- Seamless integration of Coupon Data Pool with the GDSN:
  - will accelerate GDSN adoption in Belgium & Luxembourg (CDB)
  - ensures data quality (consistency and integrity) throughout entire process
- Prepared for the future:  
enabled for the next generation of technologies (mobile couponing) and GS1 standards (e.g. GS1 Data Bar)
- **Real win-win for suppliers and retailers**
- **Real innovation!**  
**Worldwide first and unique solution design!**

## How to get started?

- You are in a GDSN Data pool?
  - Check if your GTINs for target market Belgium and Luxembourg are up to date for couponing
- You are **not** in a GDSN Data pool?
  - Start immediately to enter your data in the GS1 Belgilux CDB or another GDSN Data pool
  - Our experience: takes some 3 months before you are live (if machine-to-machine communication), 1 week (if input via web-interface)
- Update your staff data on GS1 website!
  - How ? [www.gs1belu.org](http://www.gs1belu.org) ➔ member login

- Timing as it is today
  - Start entering your data in CDB or GDSN : today
  - Hands-on training from March 14 2011 on
  - Input coupon data in production environment from March 14 2011 till April 4 (piloting suppliers) or April 25 (others)
  - Start of pilot 4/4/2011
  - Start roll-out 25/4/2011

- Do all coupons from 4/4/2011 need to be created in the Coupon DP **YES**
- Can I make a coupon from 4/4/2011 without being connected to GDSN **NO**
- Will other clearing houses get the coupon data once the coupon has been created in the Coupon DP **YES (we will feed the extranet of HighCo)**
- Will all coupons be redeemed by the Coupon DP? **No only Carrefour and Delhaize for the moment**



# Contact Details

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