



GDSN Data Exchange



Initial situation

Data Completeness issues

incomplete product information

Complexity of Attribute Rules

Maturity

limited supplier experience



Data Quality Problems

Data often arrives with
inconsistencies

Regulatory Complexity

legal requirements

Synchronization Delays

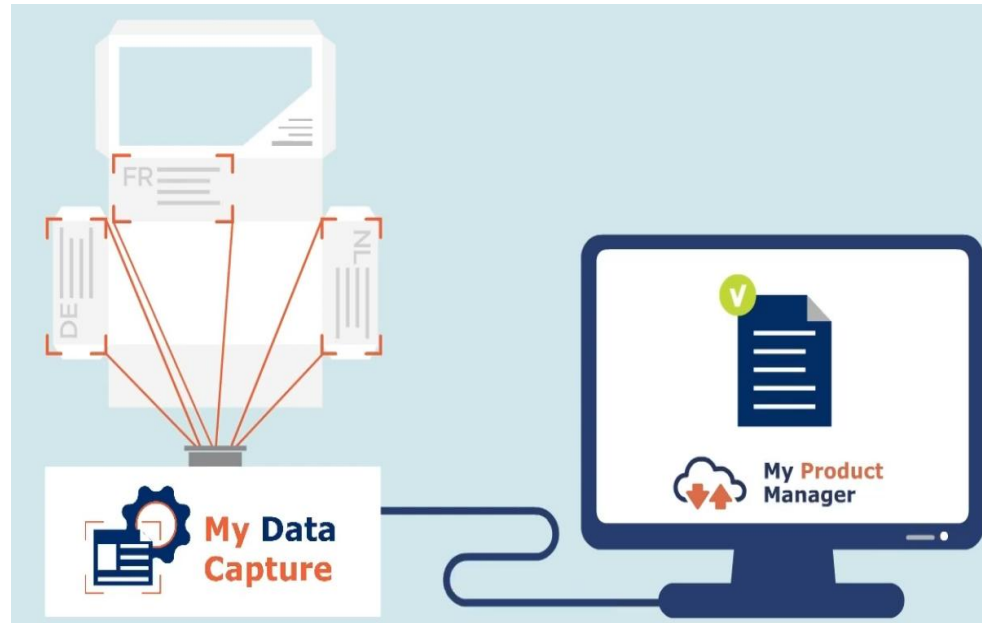
Intermediate situation

Third-Party Provider

- Difficulties in understanding and communication
- Limited experience in country-specific compliance
- Fairly high cost
- Slow response time



Final situation



- ✓ Better logistics and supply chain efficiency
- ✓ Essential for e-commerce
- ✓ Faster time-to-market
- ✓ Improved retailer relationships



- ★ Faster
- ★ Fewer
- ★ Reliable
- ★ Regulatory
- ★ Automated