



**Global Data Synchronisation Network  
(GDSN) Roadmap  
For GS1**

**Version 6.0**

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# **1. PURPOSE**

The purpose of this document is to clarify and update Version 4.0 and 5.8 of the Global Data Synchronisation Network (GDSN) Roadmap and incorporate changes for the growth of the GDSN. Ongoing updates will be made as needed to support the community. This document will be maintained by GDSN, Inc. on the GS1 GDSN web site and will be reviewed annually by the GDSN Board of Directors.

## **1.1 BACKGROUND**

The GS1 Global Registry™, as defined by the Global Commerce Initiative (GCI) vision, is the registry for Global Data Synchronisation. Ultimately, it is envisioned that GDSN will connect to the EPC Network to link the EPC number back to the item information via the GTIN. Other registries may join later to serve specific industries, geographical needs, or new types of master data alignment. GDSN access is restricted to GS1 Global Registry™ subscribers.

## **1.2 SCOPE**

This document outlines the operating components and financial model of the Global Data Synchronisation Network.

## **1.3 GUIDELINES, PRINCIPLES AND RATIONALE**

1. The GS1 Global Registry™ is a global directory for item and party master data. Access to the GS1 Global Registry™ is limited to Data Pools that are certified as being compliant within the GS1 System standards.
2. The GS1 Global Registry™ is a component of the GDSN. It is designed and built as a centralized Registry and will operate under a single governance.
3. The President, GS1 GDSN, Inc. will manage and operate the GS1 Global Registry™ service and will be responsible for the certification of Data Pools. This will be done under the governance of GS1 GDSN Board of Directors.
4. GS1 US Technology Services (formerly UCC) has been contracted to provide the GS1 Global Registry™ service under a 3-year contract (dated Aug 2004). The GS1 Global Registry™ service may be placed up for competitive bid. The GS1 Global Registry™ service will be both technically and commercially independent from any other application or service provided by GS1 US or 1SYNC.
5. GS1 Member Organisations (MO's) participation in the GS1 Global Registry™ is voluntary. There is no deadline to join the service. MO's may participate in this service as Electronic Catalogue (Data Pool) providers. As Data Pool providers, they will need to successfully complete the GDSN certification process.

Prior to 2006, the financial model for the GDSN was based on end user retailer and manufacturer subscriptions to the GS1 Global Registry™ Service. End users paid the GDSN fees directly to their respective Data Pools.

In October 2005, the GS1 GDSN, Inc Board of Directors approved a Data Pool funded financial model for GDSN. In December 2005, the Data Pool fees were confirmed. The new model took effect 1 January 2006, and will be in place for the entire calendar year. This model replaces the previous Trading Partner funded subscription model.

6. As a neutral, not-for-profit organization, GS1 GDSN, Inc.'s fees are established on a cost-recovery basis. Fees for GS1 Global Registry™ and GDSN operations are payable annually and are based upon GS1 GDSN, Inc. operational costs.
7. Retailers are encouraged to adopt the GDSN Model and send communications to their suppliers to join the GDSN and the GS1 Global Registry™. Manufacturers are encouraged to engage their retailer customers in the GDSN, as well.
8. The financial model principles reflect full transparency of incomes and costs. Incomes must be equal to costs plus a reasonable reserve of not more than 20%. The GDSN Inc. Board of Directors will be responsible for reviewing the financial model annually and propose any necessary changes for subsequent years forward to comply with the financial model principle.

#### RATIONALE

1. Global retailers and manufacturers are using this service. There exists demand across a broader base of companies for this service. These companies need an environment to choose a Data Pool to partner with and implement Global Data Synchronisation.
2. Small Enterprises (SME) are starting to ask for this service. Global Retailers are implementing global data alignment. They are asking all of their suppliers (including exporters from any country) to download their item and party information to their respective commercial data pools. SMEs will turn to country data pools and commercial data pools for their on-boarding, education, data alignment, and implementation services.
3. EPC requires Global Data Synchronisation for efficient operation. Major retailers and manufacturers are piloting EPC, and many more will do so in 2006-7. Users have told GS1 that to have an efficient EPC operation, Global Data Synchronisation is foundational. We must be ready to support these initiatives.
4. This model is strategically right for GS1. This means that it is 100% aligned with our principles. It is user driven by both big companies and SME's, it is managed and governed by GS1, and it will reduce costs and add value to the supply chain.

5. This model is financially attractive to both users and GS1. As result of this GDSN model, our users could avoid paying multiple fees to different commercial Data Pools. The fees are global, transparent and factor the difference of operational costs in different countries.

## **2. GDSN BACKGROUND**

### **2.1 GDSN Vision**

The Global Data Synchronisation Network (GDSN) enables the continuous harmonization of data attribute values between two or more user systems with the end result being that the data attribute values are the same, and hence reliable, in all of the connected systems (refer to Exhibit 7.1).

GDSN Basic Requirements:

- The synchronisation process must utilize the GS1 System standards
- The data exchanged must be compliant with these standards (or standard message extensions as with extended attribute support)
- The recipient must acknowledge the integration of the data
- Continuous updates of data must be applied

GDSN Participants include:

- The GS1 Global Registry™
- Certified Source Data Pools (this includes Trading Partners that elect to be their own Data Pool)
- Certified Recipient Data Pools (this includes Trading Partners that elect to be their own Data Pool)
- Data Pool Customers (trading partners or users)

GDSN Functionality includes:

- Interoperability obtained within the Network through the certification of the GS1 Global Registry™ and all Data Pools
- Support for registration of core basic item and party data registered in the GS1 Global Registry™
- Support for the synchronisation of data beyond core item data (e.g. target market, RDD) between data pools and respective trading partners
- Data Pools to be connected to the GS1 Global Registry™
- The mandatory use of GS1 System Standard Business Message Sets
- The requirement that data source and recipients enter the network through a single point of entry (Data Pool); a trading partner may choose to use multiple Data Pools, but the single point of entry is the founding premise
- A standard global product classification method is used (GS1 GPC)

## **2.2 GDSN Infrastructure**

The GDSN consists of certified Data Pools interconnected to provide users with two basic functions:

- Global publication and subscription to make available item, party, and location data and to offer a subscription facility to insure continuous synchronisation of master data
- Global search to process and respond to search requests forwarded by the certified GS1 Global Registry™

Data exchange between the Data Pools is facilitated by the GS1 Global Registry™ that provides the following functions:

- Registration of Basic Item and Party data
- Enables global validation
- Enables basic global search
- Serves as a central copy for subscriptions to registered data to facilitate movement of data within the Network

## **2.3 GS1 Global Registry™**

GS1 has defined the role and function of the GS1 Global Registry™, within the GDSN. Listed below are summary definitions, more detailed definitions can be obtained in the GS1 Business Message Standards for Global Data Synchronisation. Existing Data Pool contracts will be modified with changes made within this document.

Role:

1. The GS1 Global Registry™ is a global directory for the registration of items and parties.
2. The GS1 Global Registry™ provides functions distinct from those provided by the data pools within the interoperable network.
3. The service provider organization contracted to technically operate the GS1 Global Registry™ is neutral and separate from the entities served. GS1 US Technology Services (formerly UCC) has been chosen as the service provider, under a three year agreement.

Key features:

1. The access to and use of the GS1 Global Registry™ is limited to Data Pools that are certified as compliant within the Global Data Synchronisation Network.

2. The GS1 Global Registry™ will contain GS1 System standard-compliant data.
3. Maintenance of a registry of all registered items (GTIN), parties (GLN) and product classification (GPC) within the global supply chain to ensure the uniqueness of each GTIN and GLN record in the Network.
4. Pointer to the data pool for detailed information about the GTIN/GLN.
5. Continual synchronisation of relevant Registry data with data pools
6. Facilitation of publication-subscription matching process for targeted distribution of information within the Network
7. Enables global data validation

Functions:

1. Registration of Item and Party data:
  - Registration after successful validation in addition to Data Pool validation
  - Registration Response with Success or Failure with error; (no warnings)
  - Enables publication by Data Pools after successful registration
  - Includes Data Status to reflect validation and registration status
  - Process registration command for add, change\_by\_refresh (includes delete), and correct
2. Enables Global Validation:
  - GS1 System standards validation for GTIN/GLN formats
  - Uniqueness validation for Item, Party and Certified Data Pool key
  - Store and maintain GS1 System standards produced through the GSMP
  - Process validation command
  - Provide validation acknowledgement
3. Enables Basic Global Search for discovery of:
  - GTIN's e.g. by Product Classification, Target Market and/or GTIN
  - GLN's e.g. by their function
  - Certified Data Pools
  - Global validation rules
4. Serves as a central copy for subscriptions to registered data to facilitate movement of data within the Network:
  - Receive and store subscriptions
  - Provide subscription acknowledgement
  - Matching process of subscriptions to destination Data Pools
  - Forward subscriptions to destination Data Pools

## **2.4 Global Product Classification**

The Global Product Classification (GPC) is a key component of the GDSN. Trading partners need a common language to group products consistently across the globe in order to enable global search, reference, positioning, category analysis and global data synchronisation. The GPC provides a standardized schema for a classification hierarchy. The GPC currently classification schema covers 29 categories to include the following segments:

- Baby Care
- Beauty Care
- Clothing
- Combined Published Schema
- Cross Segment
- Food, Beverage and Tobacco (FBT)
- Footwear
- Healthcare
- Home Appliances
- Homecare
- Personal Accessories
- Pet Care

GPC is managed under GS1 GDSN, Inc. and it receives process support from GSMP. It is governed by the GPC Task Group. AC Nielsen is the current service provider responsible for technical support, maintenance and delivery of the GPC schema.

The GS1 user community is the 'owner' of the GPC. All current published GPC content is available without any usage restrictions. No additional contractual arrangement is necessary to use GPC.

GPC can be accessed via:

[http://www.ean-ucc.org/global\\_smp/GPC\\_Published\\_Standards.html](http://www.ean-ucc.org/global_smp/GPC_Published_Standards.html)

## **2.5 EPCglobal Network and GDSN Relationship**

The GDSN provides for the synchronisation of static item data created by manufacturers, captured by the barcode, and shared/validated within the GDSN. The EPC Network enables the discovery, storage and security of dynamic data about items as they pass through the supply chain.

Responding to the user demand of the development of a Global Data Synchronisation network (GDSN), GS1 envisions the creation of GDSN and EPCglobal linked networks. This network would support the exchange of master data between partners of the global supply and demand chain. User demand will drive the timeline for linkage.

The linked networks would be enhanced to connect the EPC number back to the Item information via the GTIN. By ensuring that the EPC structure includes the GTIN, this will enable current GS1 users to apply the EPC technology in a way that is compatible with their current GDS implementations.

### **3. Governance**

It has been previously agreed by GS1 that:

- The governance of the GDSN standards is the responsibility of the GS1 GSMP with direction from GS1 GDSN Inc.
- The governance of operation of the GS1 Global Registry™ is the responsibility of GDSN Board of Directors. The President of GS1 GDSN Inc. will lead and manage the GDSN business unit.
- The GDSN Board of Directors will work with the President, GDSN, Inc. to set the strategic direction for the Global Data Synchronisation Network (GDSN) and the GS1 Global Registry™.
- The governance of the pricing of the GS1 Global Registry™ is the responsibility of the GDSN Board of Directors.
- The governance of the GDSN Implementation process is the responsibility of GDSN Board of Directors (or subcommittees) and the President, GDSN, Inc.

In order to ensure that the GS1 Global Registry™ service meets the needs of the entire global community, GS1 has created a Board of Directors. The majority of the BOD should be end users assuring adequate global and multi-sector representation, as well as Member Organisation Chief Executive Officers. Day-to-day operations of the GS1 GDSN will be the responsibility of GS1 GDSN President. The following are provisions for the Board of Directors:

- 1) The purpose of the Board of Directors is the following:
  - a) Oversight of the GS1 Global Registry™ Programme
  - b) Assurance that the subscription fees are cost effective, globally applicable, and equitable
  - c) Make recommendations to the GS1 Management Board
  - d) Maintenance of industry Key Performance Indicators (KPI's) and scorecards
- 2) Committee member term is to be three (3) years
- 3) One third (1/3) of the BOD will be elected each year with no limit on number of terms.

- 4) The proposed BOD member's company or MO must be a member in good standing of the GDSN community
- 5) A member in good standing is defined as:
  - a) One who is current in its financial obligations to GDSN, Inc.
  - b) One whose company is implementing plans to utilize the GS1 Global Registry™ in a production environment.
  - c) A Member Organization or Commercial Data Pool that is implementing plans to offer a GDSN-certified data pool service to the community.
  - d) One who is in compliance with the criteria defined in this GDSN Roadmap
- 6) Representation on the GDSN Board is as an individual (versus representing a company, industry sector or region). However, the Board member may be called upon to gather input from the region or company for representation at the Board. If the committee member leaves his/her company, they are deemed to have submitted their resignation from the committee. GDSN Board positions are not transferable to another individual within the member company without Board concurrence.
- 7) The Chairman of the Board shall serve for a two (2) year term and may serve no more than two consecutive terms. It is anticipated that one of the two Vice Chairmen of the Board will succeed the Chairman at the end of his/her term or upon resignation.
- 8) The CEO of GS1 or an appointee will attend board meetings as non-voting observer.

## **4. Role**

### **4.1 GS1 Member Organisations**

GS1 Member Organisations can participate in the implementation and support of the GS1 Global Registry™ in one or both of the following roles:

#### Local Marketing and Support Organisation Role

The Member Organisation would deliver a message on the value of the GS1 GDSN (and the Global Registry™), and the value of data synchronisation. A consistent approach to the implementation of the GS1 Global Registry™ including communication, education and implementation is required. Provide education and encouragement to the local GS1 Members in adoption of the GS1 Global Registry™. As a result, this message would be crafted by GS1 GDSN Inc. with support from GS1 Global Office staff and the assistance of the GDSN community and tailored for the local community at the guidance of the member organisation.

### Certified Data Pool Role

GS1 Member Organisations may also operate certified data pools. Certified data pools will be responsible for enabling implementations for their users that subscribe to the GS1 Global Registry™. This means that these organisations will be standards compliant sources of both data and synchronisation services for their members and will need to interoperate with the GS1 Global Registry™ and other certified data pools.

GS1 Member Organisations are not required to sign a contract with the GDSN for Global Registry™ unless their chosen role requires it.

### **4.2 Trading Partner User Companies**

Trading Partner user companies participating in the Global Data Synchronisation Network (GDSN) utilizing the GS1 Global Registry™ will have the right to choose their certified Data Pool, based upon the value proposition of the data pool. Data pools may be commercial entities that operate in competition with, or as alternatives to, a Member Organisation data pool. Companies may also elect to be their own data pool provided that they are compliant with the GS1 System standards through the certification process. The intent is to provide the best value to the participants in the GDSN while taking costs out of the process. As a result, MO's who operate data pools and sell data pool services will not be entitled to make GR subscriptions and fees conditional on the use of their data pools.

GS1 GDSN Global Registry™ users can synchronise data through the GS1 Global Registry™ for internal traffic (users in the same Data Pool) and can use Data Pool to Data Pool connections for external traffic. Data Pools cannot register GTINs on the GS1 Global Registry™ unless suppliers subscribe to the Global Registry™ (Data Pools are not forced to register GTINs). Trading Partners accept the GS1 GDSN, Inc. Terms of Participation Agreement (formerly the GR Subscription Agreement) through their Data Pool as the service provider.

### **4.3 GS1**

- Facilitates the cooperation between the GS1 GDSN Inc., the trading partner users, and the Member Organisations.
- GS1 will be responsible for support, promotion, and the expansion of the GDSN and future functionality of the linked GDS/EPC Networks.
- Manage the development of the GS1 System standards (GSMP) required for the application of the GDSN and GS1 Global Registry™ in its served industries.

- Facilitate and support the GDSN Inc. Board of Directors (see Governance).

#### **4.4 Board of Directors**

- Set the Strategic direction for the Global Data Synchronisation Network (GDSN) and the GS1 Global Registry™.
- Oversee the execution of the GDSN and the GR approved plan
- Ensure that the subscription fees are cost effective, globally applicable and equitable.
- Approve the company(ies) that will perform the Data Pool certification
- The following four committees are formed:
  - Finance Committee – the finance committee’s mission is to support the President GDSN/GR and GS1 CFO to develop a 3-year (minimum) financial plan for the GDSN/GR that covers on-going operational cost, as well as funding for future enhancements to the GDSN Model.
  - Communications Committee – the communications committee’s mission is to assist the President, GDSN/GR marketing & communications group to develop and deliver a clear and concise message on the GS1 Global Registry™ and the GDSN. Their messages will be focused on eliminating confusion in the marketplace and bringing fact based communications to the industry.
  - Certification Committee – the certification committee’s mission is to support the President, GDSN/GR to improve upon the current data pool certification processes, and work to drive down the annual cost for conducting data pool GDSN interoperability certification events.
  - Data Pool Committee (formerly Data Pool Advisory Council) – the DPAC structure was changed in 2006 to become a committee with voting powers (as opposed to its former role as an advisory council). The group will be made up of representatives from the GDSN Certified and GDSN Interoperability Certified Data Pools. An elected executive will represent the DP Committee on the GDSN Board. The charter of this group is to identify and address DP-specific issues related to GDSN operations.
    - The committees will consist of GS1 GDSN Inc. BOD members only with the exception of the Data Pool Committee which has representation from all certified Data Pools. All of the committees will have a chair.
    - The Committees will work outside of the scheduled BOD meetings.

## 5. Global Data Pool Certification

All Data Pools participating in the GDSN must be certified as interoperable with the GS1 Global Registry™ and other certified data pools. The entity (Data Pool) that can receive GDSN Certification is a “Node of the Network”. Additionally, a Duplicate Data Pool may operate using unchanged code from a Full Matrix Certified Data Pool. A Duplicate Data Pool will be subject to a source code verification test following the Full Matrix Certification of the Data Pool source code provider. Their participating users must hold GS1 Global Registry™ membership to use GS1 Global Registry™ sourced data. This will enable the companies to trade their data with globally-based companies, as well as provide a means of maintaining integrity on the Global Trade Item Number (GTIN).

The revised fee structure outlined in this document incorporates the Certification Fees into the GS1 Global Registry™ fee (for 2005), and the GS1 GDSN Data Pool fee (for 2006). With this change, Data Pools who have participated in the October 2004 Certification Test will receive full refunds of their certification fees (if they were active GDSN participants) once the GDSN is profitable.

Each Data Pool offering such services is expected to underwrite the software development of ensuring their service is compliant to include their internal certification process costs. A clear understanding of a service provider’s certification status and ability to support specific releases of the GS1 Global Registry™ is essential. A Data Pool that passes the Interoperability Test cannot state or imply that they are “Active” GDSN Certified Data Pools unless they are synchronizing data using the GDSN and the GR. Data Pools miscommunicating messages regarding GDSN Certification will be subject to a Data Pool De-listing (De-Certification) Process. Refer to the “GDSN Certification Criteria Document” for additional certification criteria. This document is currently available in draft format upon request to GDSN, Inc. The final document will be published 1 Jun 2006.

The GDSN Inc. Board of Directors, with direction from the President GDSN, has the responsibility of determining which certification service(s) will be used. This could include one global programme or several compliant local/regional programmes. This will include one global programme utilizing compliant regional solution providers to conduct the certification process at a fair cost to the GDSN.

## 6. Financial Model

### 6.1 Principles

The principles of the financial model are the following:

- Data Pools and Service/Solution Providers will pay for the service.

- The GDSN Inc. Board of Directors will be responsible for setting the fees applicable to data pools and Service/Solution Providers.
- The GDSN Inc. Board of Directors will be responsible for ensuring that the cost of the service and the data pool fees are cost effective, globally applicable and equitable.
- The current financial model proposed by GS1 GDSN, Inc. is based upon the best assessment of the cost of the service in the market place and the demand forecast provided by Data Pools. The BOD will review the financial model annually to ensure compliance with the financial model principles.

## **6.2 User Fees and Data Pool Fees**

Effective 1 Jan 2006, Trading Partners are no longer required to pay a subscription fee to GS1 GDSN, Inc. through their Data Pool in order to participate in the Global Data Synchronisation Network (“GDSN”) and access the GS1 Global Registry™. Fees for GS1 Global Registry™ and GDSN operations are payable by Data Pools annually and are based upon GS1 GDSN, Inc. operational costs.

In October 2005, the GS1 GDSN, Inc Board of Directors approved a Data Pool funded financial model for GDSN. In December 2005, the Data Pool fees were confirmed and Data Pools contacted over the subsequent weeks. The new model took effect 1 January 2006, and will be in place for the entire calendar year. This model replaces the previous Trading Partner funded subscription model. The financial model will be reviewed annually by the GDSN Board of Directors.

Trading Partners are no longer required to pay a subscription fee to GS1 GDSN, Inc. through their Data Pool in order to participate in the Global Data Synchronisation Network (“GDSN”) and access the GS1 Global Registry™. Data Pools retain the discretion whether or not to charge their Trading Partners, as well as how to allocate those costs across their Trading Partners.

As a neutral, not-for-profit organization, GS1 GDSN, Inc.'s fees are established on a cost-recovery basis. Fees for GS1 Global Registry™ and GDSN operations are payable annually and are based upon GS1 GDSN, Inc. operational costs (Section 6.3 below). The collective fees from the certified Data Pool community will cover the total 2006 global operational costs of the GDSN to include: GS1 Global Registry™ hosting, development and maintenance; standards requirements gathering; Data Pool certification fees; and Global Product Classification (GPC) development and maintenance.

The projected GDSN revenue is expected to cover operational costs for 2006-7. Data Pool fees for 2006 are shown in **Exhibit 7.2** of this document. Detail regarding the methodology supporting this pricing model can be obtained through GDSN, Inc.

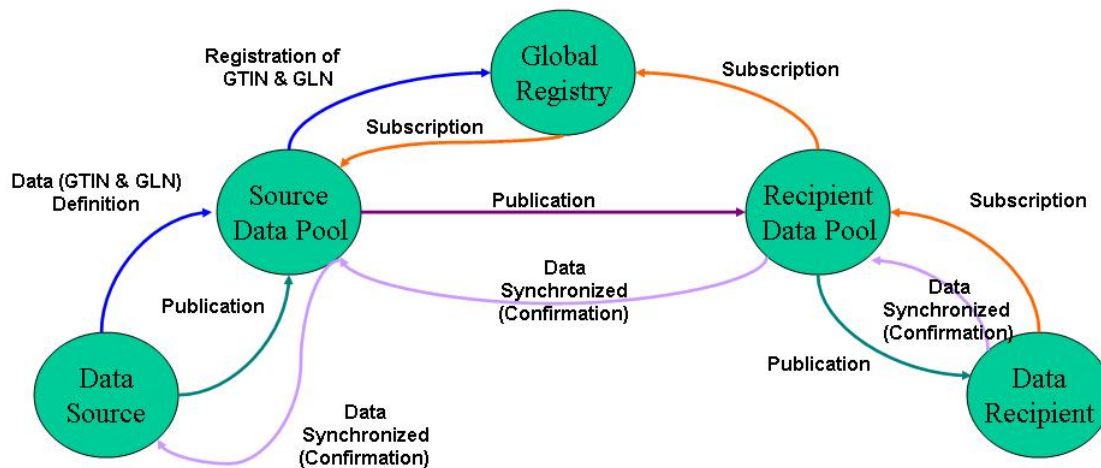
### **6.3 Costs**

The 2006-2007 projected Global Data Synchronisation Network expenses total \$3.9M and include Global Registry™ development, operations and maintenance fees; staff payroll and travel; data pool certification; and Global Product Classification payroll, development and maintenance. GPC represents (\$.4M projected), DP Certification (\$.35M projected) and GR operations/maintenance/development including GDSN Staff (\$3.15M projected).

## 7. Exhibits

### 7.1 Exhibit 1 – GDSN Diagram

# The GDSN Business Flow



1

## Exhibit 7.2 – 2006 Data Pool Fee Matrix (USD \$)

	Country	GDP Fee
<b>Data Pools - Rest of World</b>		
GS1 Colombia (CABASnet)	Colombia	10,000
GS1 Denmark	Denmark	10,000
GS1 Switzerland	Switzerland	10,000
GS1 Finland	Finland	10,000
GS1 Norway	Norway	10,000
GS1 Venezuela (Sincronet)	Venezuela	10,000
GS1 Hong Kong	Hong Kong	10,000
GS1 Slovakia	Slovakia	10,000
GS1 MEMA	Malta	10,000
GS1 Netherlands	Netherlands	15,247
GS1 Argentina (Data.Cod)	Argentina	15,323
GS1 Taiwan	Taiwan	18,261
GS1 Australia	Australia	19,386
GS1 Spain	Spain	29,715
GS1 Canada (ECCCnet)	Canada	32,421
Commport Communications	Canada	32,421
GS1 Russia	Russia	44,623
GS1 France (Parangon)	France	55,050
GS1 UK (eCentre)	UK	56,476
<b>SUBTOTAL</b>		<b>408,925</b>
<b>Data Pools - US</b>		
GS1 US (1SYNC)	US	1,200,000
Big Hammer Data Services (RR Group)	US	175,000
ClickCommerce	US	175,000
GXS	US	600,000
Inovis	US	175,000
Sterling Commerce GDP	US	175,000
VISZERA (logix 3)	US	175,000
Agentrics (WWRE+GNX)	US	600,000
<b>SUBTOTAL</b>		<b>3,275,000</b>
<b>Service Providers</b>		
SINFOS		\$175,000
Soft Solutions		\$175,000
ParaRede		\$175,000
<b>SUBTOTAL</b>		<b>\$525,000</b>
<b>TOTALS</b>		<b>\$4,208,925</b>

**Note: The projected revenue above does not represent anticipated risk to the revenue plan. GDSN Inc. anticipates collecting \$3.9M of the \$4.2M billable shown above.**