



Data Synchronization Implementation Guide



Distribution Market Advantage (DMA) Data Synchronization Implementation Guide

Version 1.5



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I. Distribution Market Advantage (DMA) DATA SYNCHRONIZATION INFORMATION

Distribution Market Advantage (DMA) continues to innovate and deliver better customer experiences. We know you value consistency and quality in your product content – and are announcing a new simple and easy way for you to deliver that to your customers.

We need your help to better feature your products and make sure they stand out with the best and most accurate nutritional's and enticing imagery. Together, we can ensure those products have the robust profiles and visual references your customers need. This delivers a more easily searchable catalog and gives you a persuasive advantage in print and digital communications.

Our goal is to collect or create content for every product we sell. This plan requires the full participation of our vendor partners. Your timely cooperation is appreciated.

- Prior communication indicated the need to publish your data to two different GLNs during the transition period. The transition period is over and DMA will now be accepting all publications to their original GLN 0865761000108.
- Primary Data Synchronization Contact:
 - Suppliers ask their questions regarding global data synchronization at <https://syndigo.com/support>
- DMA Company GLN - Publish to:
 - GLN 0865761000108
- DMA Company – Syndigo Additional Information Available at:
 - <https://syndigo.com/distribution-market-advantage>

II. SYNCING YOUR DATA WITH Distribution Market Advantage, Inc.

1. Join a GDSN data pool such as Syndigo. Please contact Syndigo via <https://syndigo.com/distribution-market-advantage> to get more information.
2. DMA has already set up a GDSN subscription for you based on your registered Information Provider GLN.
3. Publish your full product catalog (both existing and available to purchase items) to:
 - Distribution Market Advantage, Inc. GLN 0865761000108
4. Suppliers **MUST** maintain their items using GDSN data synchronization.

III. CIC RESPONSE MESSAGES

- “Review” – DMA has found a GTIN match in their Enterprise Data system, however DMA has not synchronized your item for any of the reasons listed in the CIC message. The CIC message will include *Status Details* information explaining the issue for that GTIN. If the data provider believes information published was correct, please contact <https://syndigo.com/support>
- “Synchronized” – DMA has found a GTIN match in our Enterprise Data system. The item passed all DMA validations and has been ingested into DMA’s systems.
- “Received” – A received CIC will automatically be sent when the publication is received by DMA and is passing all validations however it has not yet been ingested into the DMA Systems.

IV. ADDITIONAL GDSN RESOURCES

1. GS1US Foodservice Image Guidelines and Requirements

GS1 Standard Image Guidelines ([GS1 US Product Images Application Guideline for the Retail Grocery & Foodservice Industries](#))

2. GS1 US National Data Quality Program

We encourage our trading partners to get involved with the [GS1 US National Data Quality Program](#) designed to drive improvements for establishing and enhancing data quality processes to support both business and consumer expectations.

3. GDSN Foodservice Information and Attribute List

Users can access the list of GDSN and Foodservice attributes as well as other GDSN Foodservice information at <https://www.gs1us.org/industries/foodservice/implementation-resources>

V. ATTRIBUTE GUIDANCE

To better feature your products and make sure they stand out with the best and most accurate nutritional's and enticing imagery. DMA is interested in the following attribution (Beyond the standard GDSN attribution) to be published via the GDSN.

Allergens – Please make the appropriate declaration for the following allergen types

- Eggs and Their Derivatives
- Fish and Their Derivatives
- Milk and its Derivatives
- Tree Nuts and Their Derivatives
- Peanuts and Their Derivatives
- Soybean and its Derivatives
- Crustaceans and Their Derivatives
- Wheat and Their Derivatives
- Shellfish and their Derivatives

Nutritional Information

- Please include both by serving and 100 gram samples for Serving Information for nutritional panel entries
- Please include Preparation Instructions as well as a complete ingredient list
- Please include all relevant Diet Types

Country of Origin

- Please include County of Origin information

Images

- Please include at least 1 image for each product
- Types of images that requested
 - Main Product Image
 - In the Package View
 - Prepared Image
 - Raw/Uncooked Image
 - Plated Image
 - Nutrition Facts Label Image