

## Why is ADUSA partnering with Syndigo?

Syndigo's enhanced product data capabilities help ensure both internal and external customers of Ahold Delhaize USA have access to the most accurate and complete product data available. To better support this goal, ADUSA has partnered with provider Syndigo in joining the Global Data Synchronization Network (GDSN), which expedites the flow of best-in-class product data to each of the ADUSA brands, including the data necessary for overall growth, and new capabilities in e-commerce.

## Who is Syndigo?

Syndigo helps clients grow sales by providing extensive product content, nutrition information and digital media that power engaging experiences across brands, distributors and retailers. Clients across multiple industries benefit from Syndigo's integrated platform, Content Experience Suite, which enables clients to collect, store, manage, audit, syndicate and publish, then analyze their product content across the largest trading network of brand and recipients in the world. For more information, visit <https://www.syndigo.com/>.

## What is STEP PMDM?

STEP PMDM is a web-based application with robust workflows and role-based access to manage Product Master Data. STEP PMDM enables foundational capabilities for end-to-end management of product data as well as distribution of that data to operational and reporting systems.

## What is the next step for suppliers?

For existing GDSN suppliers, please confirm your GLN's are subscribed to ADUSA 0688267000003. ADUSA appreciates your prompt response to the subscription requests by publishing the data to us. If you need any assistance, please submit a support ticket to our support team on this page: <https://www.syndigo.com/support>.

For suppliers not currently using GDSN, suppliers are asked to decide whether to use GDSN or STEP by visiting <https://www.syndigo.com/ADUSA>. It is expected that all suppliers will be using one of those two applications for providing data to ADUSA.



## What are the Advantages of using the GDSN Network?

The GS1 Global Data Synchronization Network (GDSN®) enables enterprises to always have the latest product information. Any database changes are instantly provided to every link of the supply chain. It's quicker and less expensive to do business, because suppliers and customers always see identical, up-to-date information. Synchronizing accurate, properly classified data results in:

- Streamlined business processes
- Improved order accuracy
- Elimination of duplicate systems & processes
- A proven way to cut unnecessary costs

Suppliers and customers are using GDSN all over the world to synchronize qualitative, properly classified data and reap the rewards. Ahold Delhaize USA believes working together with suppliers to synchronize their product content will help everyone maximize supply chain efficiencies and streamline item setup.

## Are suppliers required to use GDSN?

No, however, it is highly recommended. Ahold Delhaize USA encourages all suppliers to join the network to begin taking advantage of the many benefits, such as improved data quality and efficiencies of publishing data once to multiple companies. Suppliers who choose to not participate in GDSN will be required to use the STEP PMDM platform to provide the necessary data to all ADUSA brands.

For more information about GDSN and Syndigo as a provider, please visit <https://www.syndigo.com/request-demo> and note that you are interested in GDSN.

If you decide GDSN is not the best option and you have questions about STEP PMDM or if you already have STEP PMDM access and need assistance, please email [ADUSA STEP PMDM Support](mailto:ADUSA_STEP_PMDM_Support)

If you do not yet have STEP PMDM access, please complete your [STEP PMDM registration](#) as well.

## Do I have to sign up with Syndigo for GDSN service?

No. ADUSA has chosen Syndigo as its GDSN provider, however, there are many GDSN providers to choose from. If you are interested in GDSN you will need to select a GDSN-certified data pool to get started. If you are interested in using Syndigo as your GDSN provider, please contact Syndigo at 1-855-SYNDIGO or visit <https://www.syndigo.com/request-demo> and note that you are interested in GDSN.



## What are the benefits of Syndigo for ADUSA suppliers?

The Syndigo Content Experience Suite is a simplified online portal designed to upload, maintain and publish your product data. ADUSA will accept GDSN submissions from any certified data pool, but Syndigo offers the added benefit of housing all GDSN and core item content required by ADUSA including images previously submitted for e-commerce, all in one place. Syndigo also performs data quality validation for all Ahold Delhaize USA's suppliers.

From import to distribution, the Syndigo platform provides the tools to help your business increase sales, decrease returns and improve speed to shelf as well as other efficiencies:

- Simplified Import - Eliminate manual data entry through multiple import options or through our smart spreadsheet tool
- Custom Product Sets - Easily manage products across recipients, seasons and categories with the ability to create custom product groups
- Robust Attribute Variants - Out-of-the-box attributes, in addition to language variants, that help enable better buying decisions
- Asset Management - With unlimited storage, you can manage, transform and distribute your assets across all recipients with ease
- Data Quality - Extend brand control with high-quality content through Syndigo data scoring and validations
- Retailer/Distributor Templates - Automate distribution of your product content, customized to your recipients' specific requirements
- Direct Integrations - Create efficiencies across multiple systems, portals and email, and receive real-time feedback
- Administrative Controls - Control your brand with oversight on what data is sent to your various recipients

## Will the current type of data that I send to ADUSA change with Syndigo?

Much of the data Ahold Delhaize USA collects via STEP PMDM is similar to the data being collected via GDSN through the Syndigo platform, however, there may be some additional attributes required. Please visit the [Attribute Mapping Guide](#) for the full attribute list.



## If I am already using STEP PMDM and want to use GDSN, what do I need to do with the data I may have already entered in STEP PMDM?

If the item exists in GDSN, you will not need to enter that data again. You will only need to send new items using GDSN. In the event there is an item with data that was sent to ADUSA and it does not exist in GDSN, you will need to add that item to GDSN if you need to send updated data.

## If I have questions and need help using the Syndigo Platform, who should I contact?

Please contact Syndigo Support at 1.855.SYNDIGO or <https://syndigo.com/support/>.

## What if I already have a GDSN provider?

You can remain with your existing provider to publish your data to ADUSA. If you need GDSN services or want to change your provider, Syndigo is a GDSN-Certified Data Pool and can provide a quote.

## If I use another data pool for GDSN and have a question or a support issue related to how to use their system, who should I contact?

Questions about GDSN and/or data synchronization should be directed to your data pool provider.

## Can I send product data from Syndigo to other places besides ADUSA?

Yes. This is a big benefit to starting your item level data entry with Syndigo. You can easily export your completed, validated product data via XML or CSV files to distribute internally or even to your other merchants who do not yet take advantage of the Syndigo network.

## How is my product data being used?

Your data is being used for item setup and maintenance for all Ahold Delhaize USA brands for e-commerce sites along with marketing, space planning and other internal needs for product data.

## Is my data secure?

Yes. Syndigo sends data via AS2 and SFTP which are both secure internet protocols that were developed by the Internet Engineering Task Force. These protocols encrypt your data while in transit, keeping it safe while moving over the Internet and then decrypt it upon arrival at the destination.

## Who can access my data?

You are the gatekeeper to your data. Only data recipients like ADUSA that you approve can receive your data.



## What is data synchronization?

Global data synchronization enables suppliers to publish their item data through Syndigo, a GDSN-certified data pool, to a central global location, the GS1 Global Registry®. In a world of growing data, GS1 standards provide a common language to identify, capture, and share supply chain data, ensuring that important information is accessible, accurate, and easy to understand.

## What is a data pool? What is a GDSN-certified data pool?

An entity that provides its customers data synchronization services and a single point of entry to the Global Data Synchronization Network (GDSN) is called a data pool. Data pools must be certified per GS1 System standards to operate within the GDSN. Data pools interoperate with the GS1 Global Registry and each other.

## What is a company prefix?

A company prefix is a globally unique number assigned to companies by GS1 Member Organizations (GS1 US in the United States) to create the identification numbers of the GS1 System. It is comprised of a GS1 Prefix and a Company Number.

## What is a GLN?

GLN is an acronym for “Global Location Number” and refers to the globally unique GS1 System identification number for legal entities, functional entities, and physical locations. A GLN is comprised of 13 digits that together represent a GS1 Company Prefix, Location Reference and ‘check digit’. Supply side trading partner locations generally include corporate headquarters, regional offices, warehouses, plants and distribution centers. Demand side trading partner locations generally include corporate headquarters, divisional offices, stores and distribution centers.

## What is a GTIN?

GTIN is an acronym for “Global Trade Item Number” and refers to the globally unique GS1 System identification number for products and services. A GTIN may be 8, 12, 13, or 14 digits in length, represented as GTIN-8, GTIN-12, GTIN-13 and GTIN-14, respectively.

## What is a Global Product Classification (GPC) code?

A GPC code is an 8-digit number that represents a classification of products. It is a ‘flat’ classification system based on attributes and values. Global Product Classification is a required element of the global data based on attributes and values and is a required element of the GDSN.