

The background of the slide is a digital globe composed of a grid of small dots. Overlaid on this are several glowing orange and blue lines that curve across the globe. Binary code (0s and 1s) is scattered throughout the scene, some appearing larger and more prominent than others. The overall color palette is dominated by dark blues, light blues, and bright oranges.

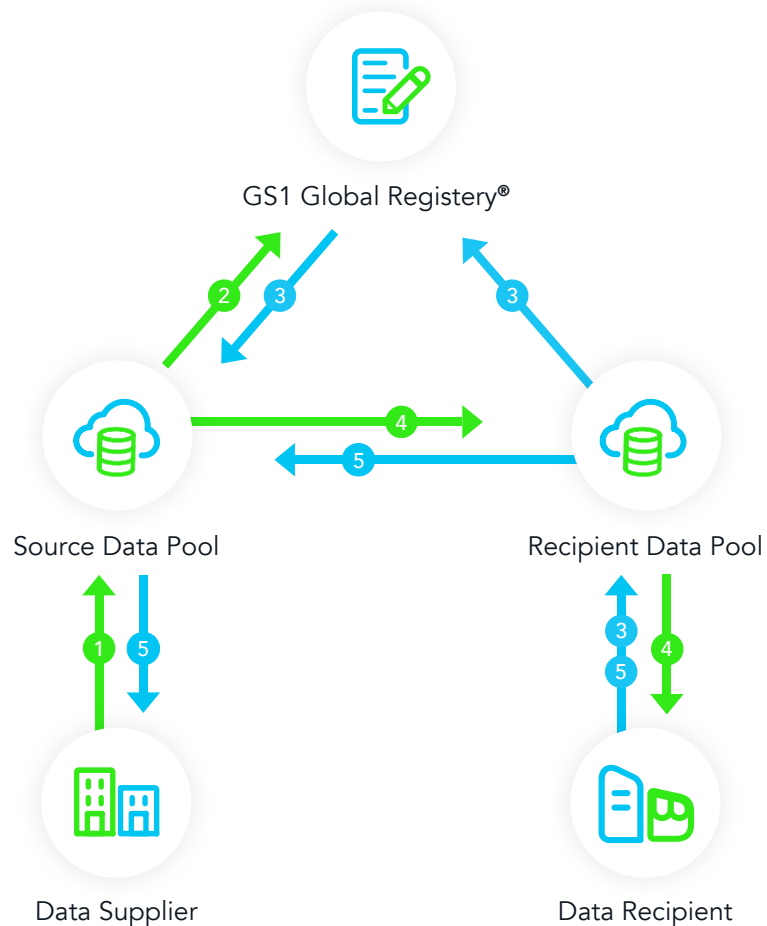
The GDSN[®]

What It Is.
How It Works.
Why It Matters.

What It Is.

The **Global Data Synchronization Network GDSN®** is an automated network of data pools that enable participating partners (manufacturers, retailers, healthcare, foodservice, transport and logistics) to securely, accurately, efficiently, and globally standardize and exchange trusted product data in real-time.

It's a **powerful network for product data quality** that drives business efficiency & enhances the consumer experience.



The **GDSN** contains information on more than **25 million products***

Nearly **50,000 companies** across **241 countries** use the **GDSN***

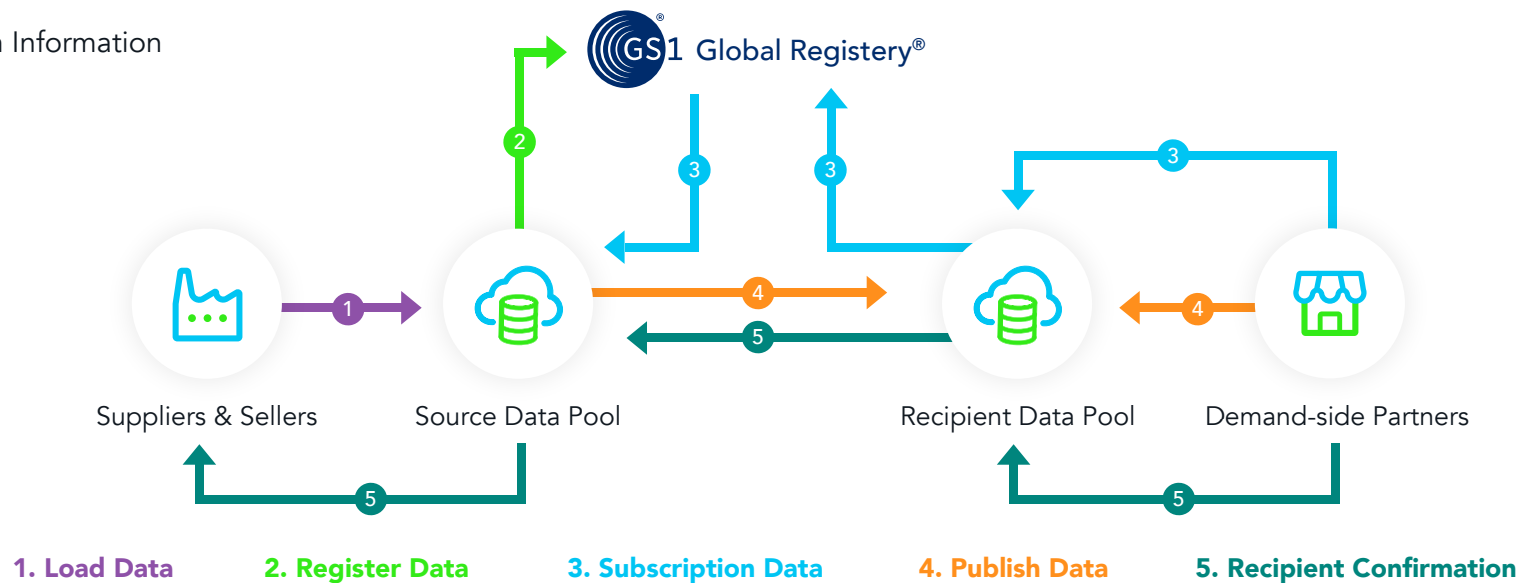
**As of November 2017. Source: gs1.org*

How It Works.

The **GDSN** is a standard way for **sending and receiving** product data and shipping specs including:

- ✔ Package Dimensions
- ✔ Warehousing Specs
- ✔ Regulatory & Compliance Information
- ✔ Packaging Type
- ✔ Safety Information
- ✔ Nutritional Information
- ✔ Digital Assets/Images
- ✔ Allergen Information

Similar to the way mobile devices and service providers transfer texts, images and voice data across global networks, the **GDSN** helps trading partners to send and receive product data and images using certified data pools.



Why It Matters.

QUALITY DATA MATTERS!

Without the GDSN, product information is scattered, incomplete, often out-of-date and inconsistent. With the GDSN, trading partners have the peace of mind knowing that data is always up-to-date, complete, consistent and accurate. When a brand or retailer updates data, the database is refreshed in real time.



Here's how the GDSN benefits manufacturers and retailers:

- ✔ **Meets the demands** of today's data-hungry consumers with trusted and real-time product information in an easy, standardized and accessible format.
- ✔ **Helps companies** comply with important standards and regulations.
- ✔ **Reduces** manual errors with automated processes.
- ✔ **Keeps shipping/warehousing** organized and efficient, with correct product dimensions and labeling.
- ✔ **Streamlines and speeds** go-to-market to help increase associated revenue.
- ✔ **Simplifies the sharing** of up-to-date product information.

Meeting Your Needs For Consistent & Accurate Data.

Syndigo is the world's largest independent Certified GDSN Data Pool on the Global Data Synchronization Network. From high-technology and electronics to retail grocery, we know that the need for detailed product information is exploding.

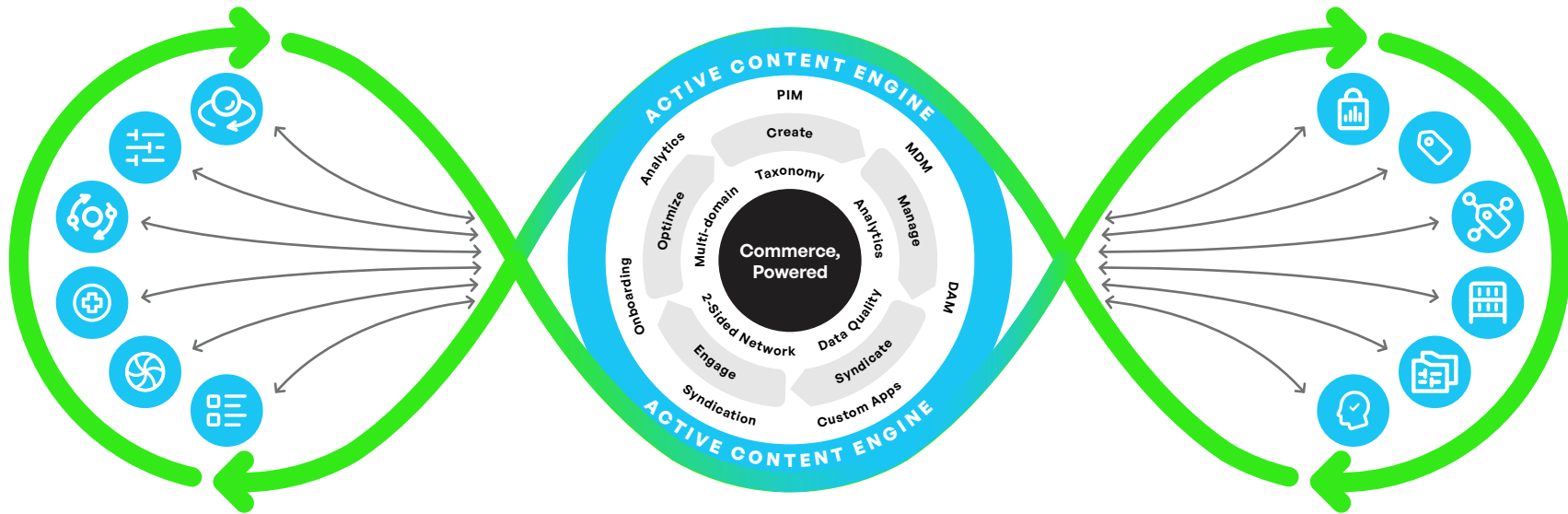
To get the most value out of your investment in the Global Data Synchronization Network (GDSN), you need data that is validated against GS1 standards, with the flexibility to match to existing data within your systems.

Many data pool providers are not able to provide this, or fall short. For example: limited service, difficulty of integration and not enough usable data.

Syndigo is different. As the company that provides GS1-validated data for its recipients through GDSN, you receive:

- ✔ A single point of integration – no middleware service providers
- ✔ One of the largest networks – connected with 27 international data pools
- ✔ Dedicated Account Management – superior customer service
- ✔ Active supplier campaigns – we help get your suppliers registered with GS1 and train them to prepare products for submission
- ✔ Coordination across suppliers for created and verified content – a true single-source solution
- ✔ A single point of integration for your data synchronization needs, validated to GS1 standards and matched to existing manufacturer data

Syndigo – The Active Content Engine



For Brands.

We work with some of the world's largest brands to simplify the complex data demands that drive recipients' omnichannel initiatives.

For Retailers.

We've helped global multi-national and regional leading manufacturers upgrade product related master data to **GS1 Global Standards** and bring efficiencies through automation of the item setup and change process.

Global Reach. Local Support.

OUR GS1-CERTIFIED solution provides a single source of truth for managing all product data from core content to enhanced content across the single most expansive global network of brands and their trading partners.



Seeing is Believing

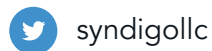
[Book a Demo](#)

Call: +312 766 4801



Syndigo is the first Active Content Engine built to power modern commerce by enabling the continual flow of data and content throughout the entire commerce ecosystem. With industry-leading data management, syndication, and analytics, combined with the largest two-sided network for content distribution, we deliver accurate information that improves decision-making and accelerates sales on every shelf.

Syndigo serves more than 12,000 global brands and manufacturers, and 1,750 retailers and distributors globally across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, oil & gas, and healthcare.



syndigollc



syndigollc



syndigo



syndigo