



What is GDSN?

- **GDSN = Global Data Synchronization Network**
- **GDSN is a network of retailers, providers, and suppliers that work together to send and receive shipping information about products in a standardized way to whoever needs it.**
- **To send GDSN information, you will need the following from GS1:**
 - Company Prefix
 - Global Location Number (GLN)
 - Barcodes
 - GTINs (Global Trade Item Number)



Important Information

- **Platform URL: Platform.Syndigo.com**

- **GDSN information: GS1.org**
 - <https://www.gs1us.org/upcs-barcodes-prefixes/get-started-guide>



New to the Global Data Synchronization Network (GDSN)?

1. Obtain a GS1 US-Issued Company Prefix

Fill out an application and submit to GS1 US. GS1 US will issue you an authorized company prefix of several digits, dependent on company size. This number will be the first several digits of all your item barcodes. Obtaining this prefix also gives you access to the GS1 US Data Hub Product to help you create and manage barcodes and product identifiers.

2. Secure a Global Location Number (GLN)

A company GLN identifies your company's location, allowing for easier location identification and shipping/receiving. The benefit of using GLNs is to enable standardized location identification that is shared across trading partners.



3. Assign Each Product a Unique Global Trade Identification Number (GTIN)

A product [GTIN](#) is an identifying number for each item you plan to enter into the Global Data Synchronization Network. GTINs are used in barcodes scanned at retail point of sale and on inner packs, cases, and pallets of products scanned in a distribution or warehouse environment. They are also used to identify products sold online.

4. Determine Type of Barcode

There are multiple types of [barcodes](#) to choose from for your items, and their type depends on where their barcodes will be scanned. There are different types of barcodes for Point of Sale (checkout), Online, and Warehouse scanning. Once you know your products' destination, you can select their type of barcode.



5. Place Barcodes on Products

Once you've determined what type of barcode you need, you will create the barcode with high resolution, select the correct color attribution, decide placement on packaging, and what size the barcode should be according to placement.

6. Test/Verify Printed Barcodes

To protect against the consequences of low-quality barcodes (lost time, money, productivity), verify your equipment using one of three options: GS1 US Solution Providers, GS1 US Barcode Verification Services, or by purchasing your own verification equipment.

7. Syndigo Activation: Publish Product Content Through Content Experience Hub (CxH)

Your item information is now ready to be entered and published using the Syndigo platform to be synchronized and distributed to your endpoint(s) through the GDSN. If you do not have active GDSN services on your Syndigo account, notify your onboarding specialist.



Important Information

- **Platform URL:** <http://Platform.Syndigo.com>

- **Syndigo Support: Email** www.syndigo.com/support
or **call 855-SYNDIGO** (855-796-3446)
7am-6pm CST Mon-Fri