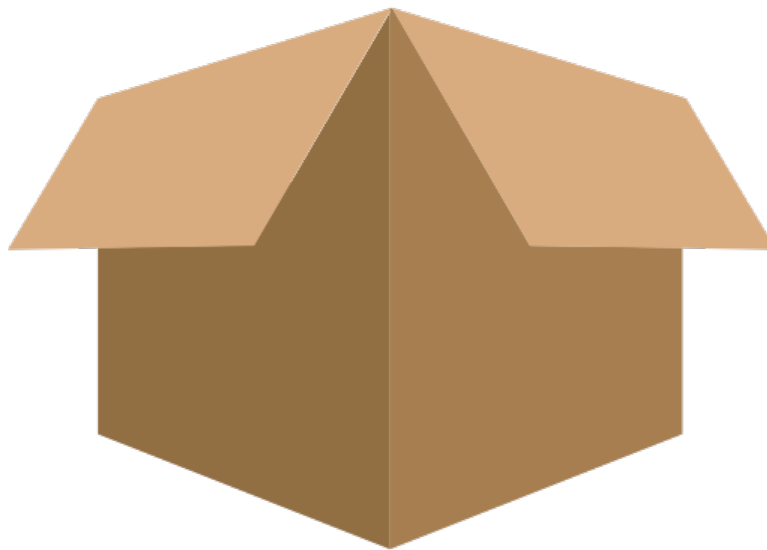


# WHAT is GDSN?



Find out in 6 minutes what GDSN is, how it works, and what to consider when choosing a provider.

# WHAT is GDSN®?

*Well, if you ask a dictionary...*

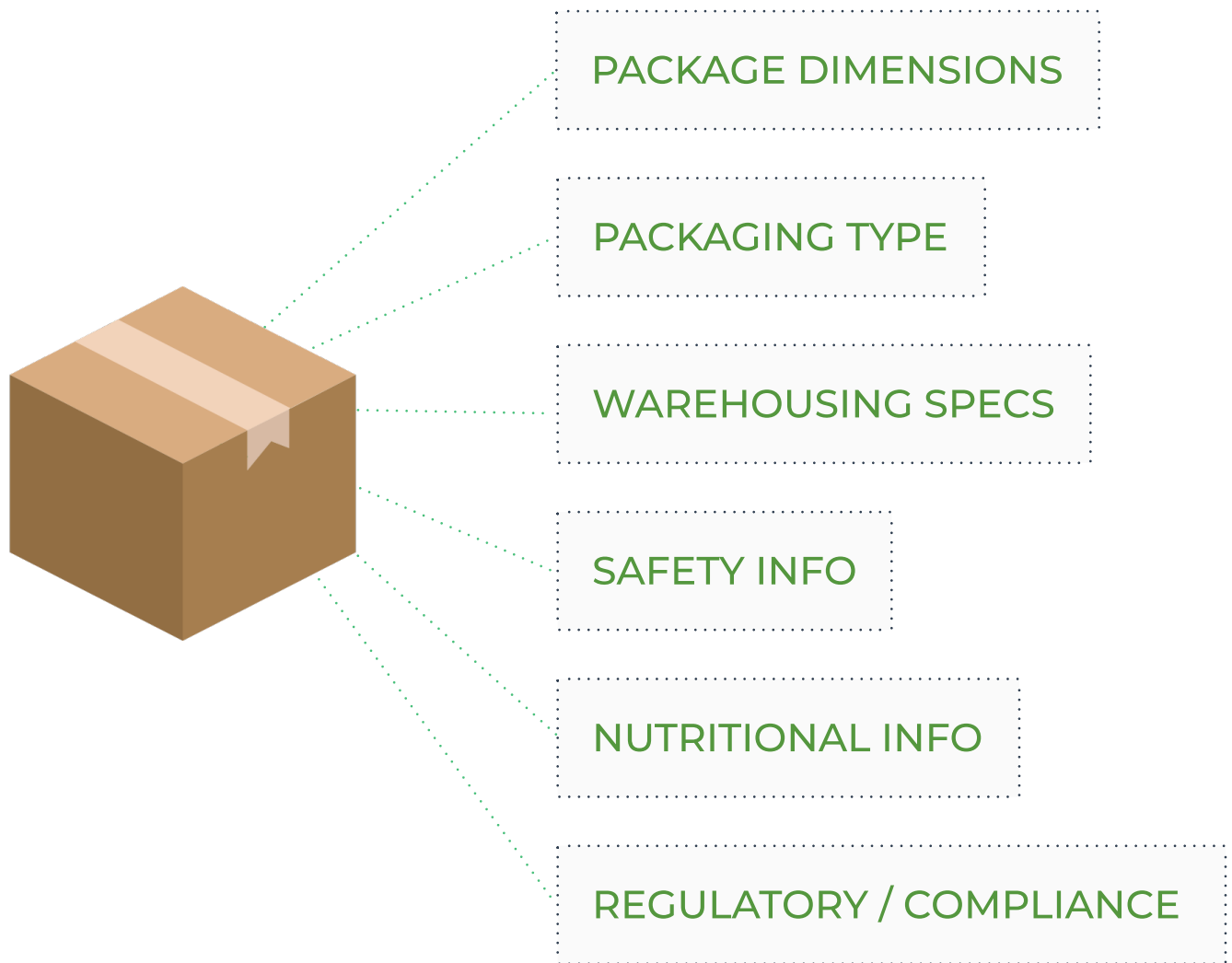
The GS1 Global Data Synchronization Network® (GDSN®) is a network of interoperable data pools enabling collaborating users to securely synchronize master data based on GS1 standards. GDSN® supports accurate, real-time data sharing and trade item updates among subscribed trading partners.

*So let's translate that:*

GDSN® is a bunch of computers that work together to send and receive shipping information about products in a standardized way to whoever needs it.

# WHAT DATA IS GDSN<sup>®</sup> DATA?

*GDSN<sup>®</sup> data is essentially shipping specs for products, which includes (but is not limited to):*



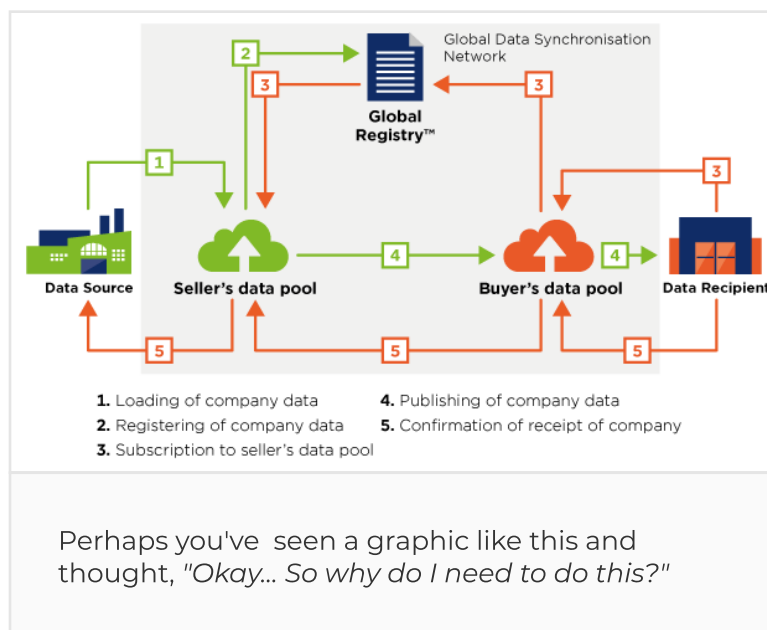
# SO GDSN<sup>®</sup> IS A NETWORK? HOW DOES IT WORK?

*The simplest way to understand how it works is to think of it the way you think of your smartphone.*

You have a phone (iPhone, Samsung, etc.) and choose a mobile service provider (Verizon, Sprint, etc.). You can still call or message anyone across any service provider, right?

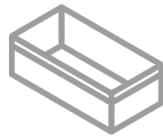
That's because there is a data standard for mobile phones. Think of GDSN<sup>®</sup> this way - it is an agreed-upon standard for sending and receiving data.

Then, think of your service provider as your GDSN<sup>®</sup> data pool - you can choose any provider you like!



# WHY IS GDSN<sup>®</sup> IMPORTANT?

*GDSN<sup>®</sup> keeps the shipping and warehousing of products running smoothly.*



## ACCURATE BIN SIZING

If product dimensions are inaccurate or packaging specs are outdated, you could be overlooking space where you could add more items.



## EASIER COMPLIANCE

Companies that handle hazardous materials could face fines or penalties if their product data doesn't contain the right tariff codes or if safety data sheets aren't in place.



## ORGANIZED BACK WAREHOUSE

When data and labeling are up to date, warehouse staff can find products faster, getting them to their ultimate destination on time.



## EFFICIENT TRAILER USE

Accurate product data ensures that all trailers are optimized to carry more of your products, faster.

# SO YOU NEED GDSN®... NOW WHAT?

*All GDSN® product data is hosted in a data pool and you need to choose one.*

*But before you choose, you should know...*

## NOT ALL GDSN® DATA POOLS ARE THE SAME.

Remember – think of a data pool as your phone service provider.

All data pools offer basically the same service, the same way a Verizon user can call someone with a Sprint phone.

They all provide basic service, so be sure to consider these three key points when choosing your data pool:



### PRICING MODEL

Providers often charge based on the size of your company, revenue, number of active SKUs, or number of recipients of your data.

Get pricing that fits you best.



### CUSTOMER SERVICE

Some providers have hidden costs for support, and don't offer unlimited support. When you need a hand, support availability and direct access to the experts is key.



### DATA INPUT

Be sure the provider has an efficient way for you to upload or manually enter your items. Do they help ensure that your data is actually correct, or just complete?

# MEET MELISSA



## SUPPORT MATTERS.

Meet Melissa. She is the ecommerce manager for Enerco. She spends her days managing internal websites and product content for Enerco's many products.

That means Melissa has to spin a lot of plates as she tries to keep up with the constant demands and changes from trading partners requiring GDSN® data.

"When I started with Enerco, GDSN data sync was put on my plate unexpectedly. I had no idea what I was doing (or what it even was).

We chose a GDSN provider and I got to work setting up the data they requested. I sent it in, received confirmation that they received it, and that was it...or so I thought.

Being so new to GDSN, I thought everything was okay, that there were no issues...only to find out a YEAR later my data was incomplete and nothing had ever been synced.

We received no notifications from that GDSN provider that our data was incomplete, so we paid for a year's worth of service without any actual service.

After that, we chose Syndigo as our data pool. Since then, I've experienced the most attentive and helpful customer support, and I couldn't be more grateful. Especially for Crystal, who is my favorite support guru!"





WHAT IS GDSN?

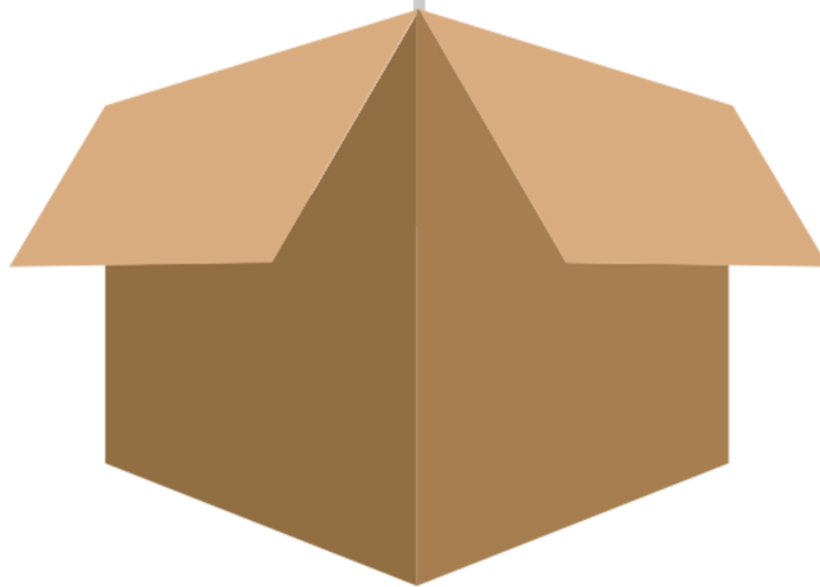
**Ready to get started with GDSN®?**

**LEARN MORE**





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