Looking at GS1 Source Aggregator as a Viable Alternative to GDSN Data Pools

By Qliktag Software Inc.

Overview

Global Data Synchronization Network (GDSN), a network of synchronized data pools today offers large and mature markets considerable value in being able to maintain synchronized data and allowing trading partners to exchange data they need across the network. As of 2016, there are over 39,000 trading partners including brands, suppliers, manufacturers, retailers and other stakeholders have successfully loaded and exchanged data for over 20 million GTINs over GDSN. The demand for accurate product data has only been increasing with the growth of digital. In large and mature markets, GDSN has been widely adopted and a bulk of the trading partners involved are already on the network.

However, there remains a large number of brands, manufacturers, retailers and trading partners in small emerging regions who are not on GDSN. Often the costs, investment and complexity of GDSN are deterrents to being connected to the network.

> *A GS1 Source Aggregator built on the Trusted Source of Data Standards can be a simpler, more viable alternative to GDSN.*

Many of these small and emerging markets are often interested in a local network to get started without the burden of connecting to a global network.
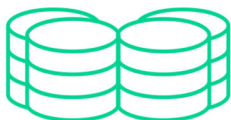
In a world where omni-channel retail and digital commerce driven by data, it's unthinkable to ignore the need to centralize distribution of brand or supplier sanctioned product content. A GS1 Source Aggregator built on the Trusted Source of Data Standards can be a simpler, more viable alternative to GDSN. Especially, if that alternate system supports import of products from GDSN and allows for basic connectivity with GDSN.

An Alternative to a GDSN Data Pool

Here is quick look at GDSN Vs a Data Aggregator alternative emphasizing why the later can be considered a viable alternative while still being able to connect to GDSN when required.

A GDSN Data Pool

GS1 Source Alernative

1

Highly complex data model based on standards with a vast number of attributes which make the system complicated.

Relatively simpler data model also based on standards with more important, select attributes and a flexible data model which can accommodate extended attributes.

2

Implementation is tedious & requires a degree of technical expertise to setup and manage the data within GDSN. This adds to resources required, investment and costs.

Getting started and getting products into a Data Aggregator such as Q*Aggregator is quick and simple. It doesn't require extensive technical expertise to setup or manage.

3

Costs & upfront investments are high making it inaccessible for smaller brands and emerging markets that don't have a large budget or dedicated technical resources to maintain data in GDSN.

Cost is significantly lower than a GDSN Data Pool making it easily accessible to even the smallest markets. It doesn't need large investments or dedicated technical resources to get started or to manage.
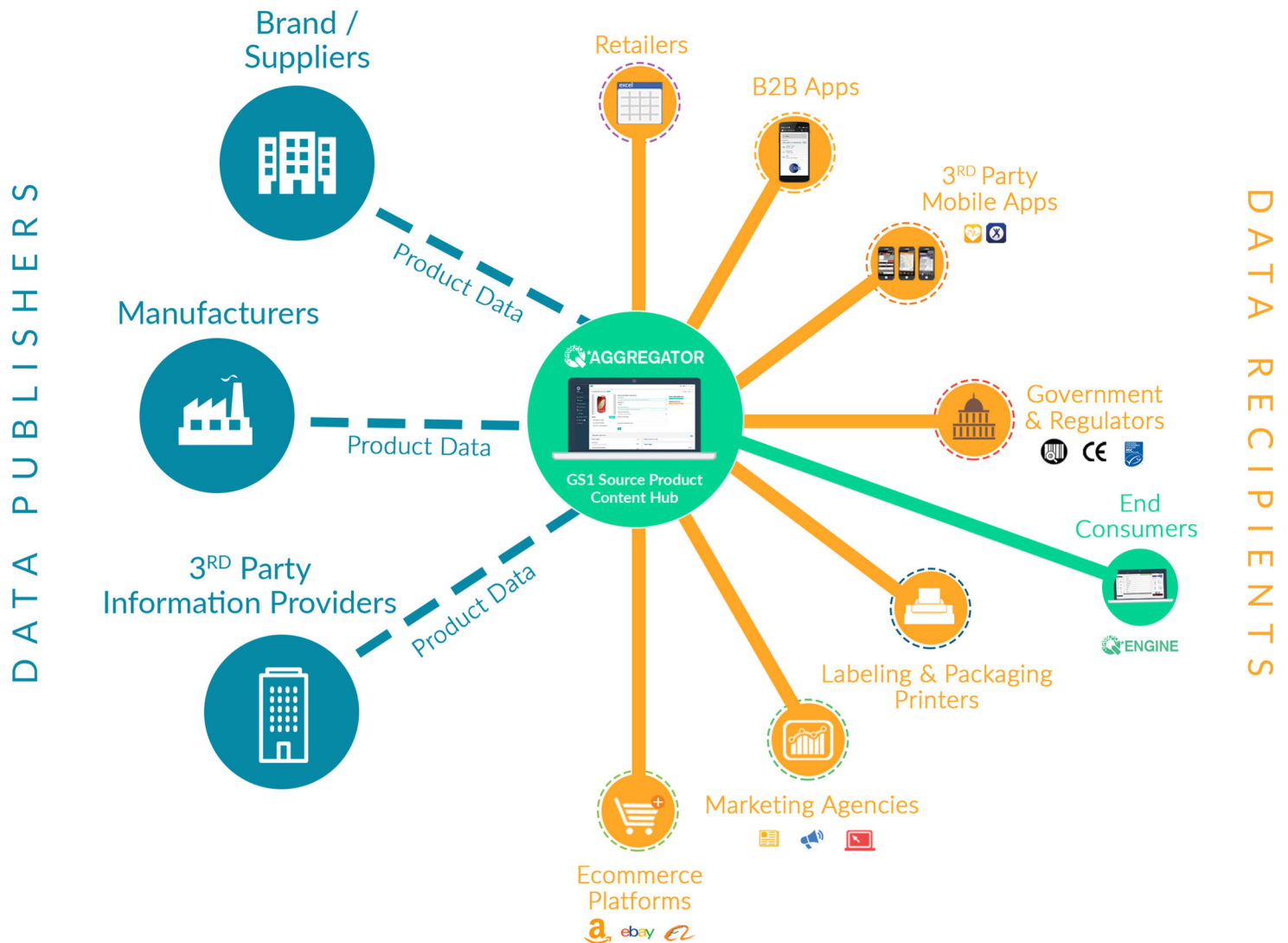
4

More suited to delivering product data for supply chain applications. The output is not tuned to the needs of digital applications, e-commerce, mobile applications and entities that require concise output formats through API.

Capable of delivering output formats like exports, json, csv, xml as well as API which is important to digital applications that need to be able to define the data output format coming through the API. Base data model is focussed on consumer oriented data for Food, Healthcare & Beauty but can easily be extended to other product catagories including supply chain related attributes.

GS1 Source Product Content Hub

GS1 Source Alternative will still have mapping to the GDSN data structure so when required, data can be imported from GDSN into the GS1 Source Aggregator ensuring connectivity with GDSN minus the cost, complexity and overheads.

DATA PUBLISHERS

Brand / Suppliers

Manufacturers

3RD Party Information Providers

Product Data

AGGREGATOR

GS1 Source Product Content Hub

Retailers

B2B Apps

3RD Party Mobile Apps

Government & Regulators

End Consumers

Labeling & Packaging Printers

Marketing Agencies

Ecommerce Platforms

DATA RECIPIENTS

The Way Forward

With a more affordable less complex platform for trading partners to load and manage consumer critical product information and content, there is potential to go far beyond the 20 million GTINs within GDSN and have data for hundreds of millions of more products available. All this without compromising the need for standards oriented, inter-operable regional data hubs than be linked to the GDSN when needed.