

GDSN Information

Introduction to the GDSN

Data Synchronization is the electronic transfer of standardized product and location information between trading partners and the continuous synchronization of that data over time. The Global Data Synchronization Network (GDSN) is an automated, standards-based global environment that enables secure, continuous data synchronization which supports accurate item attributes such as weight, dimensions and quantity.

The Global Data Synchronization Network (GDSN) consists of supplier/retailer trading partners, data pools (that hold and process trading partner data) and a global registry known as the GS1 Global Registry. The GS1 Global Registry acts as a directory that helps locate data sources and keep relationships between trading partners in sync. It enables companies around the globe to exchange standardized and synchronized product data with their trading partners.

The goals of the GDSN are to continuously and securely exchange standardized product data, and act as a single source of product data.

With GDSN, trading partners always have the latest information in their systems, and any changes made to one company's database are automatically and immediately provided to all of the other companies who do business with them.

In addition to Lowe's US, many other retailers have leveraged GDSN for the past several years to improve the quality of data exchanged.

GTINs and GLNs

Within the GDSN, trade items are identified using a unique combination of GS1 identification keys; Global Trade Item Numbers (GTINs), Global Location Numbers (GLNs) as well as two GDSN identification keys, Target Market and Global Product Classification (GPC).

How data synchronization works: an overview

Product data originates at the vendor and is then submitted either to the chosen Solution Provider or directly to a Data Pool. In both situations, the data is published and stored in the Data Pool. Lowe's then subscribes to the data and is able to retrieve it. Once Lowe's receives it, the data passes through our PCM application to Mainframe.

Due to the Global Data Synchronization Network (GDSN), data can be shared across Data Pools. This means that if the vendor chooses to use a Data Pool other than 1SYNC (the Data Pool with whom Lowe's partners), Lowe's is still able to receive the data via the network. It's like using different phone carriers; if you are on Verizon and your friend is on AT&T, you can still talk to each other. It's the same idea with the GDSN; the systems can still 'talk' to each other to share data.

What is the difference between Data Pools and Solution Providers?

- A Data Pool is a *database of information* submitted by various vendors available for retailers in order to sell a product. Some Data Pools also offer Solution Provider services.
- A Solution Provider is a recognized entity that *supports the exchange of Data Sync transactions* between vendors and retailers. Vendors can also choose to interact directly with a Data Pool.

For more information, please go to <http://www.gs1.org/> or http://www.loweslink.com/product_information.htm