

## Guidelines for Standard and Non-Standard Value Added Commerce

### INTRODUCTION

As a service to the GDSN community, this document provides the guidelines for Standard Services generally within the scope of a GDSN Certified Data Pool. This document also provides the guidelines for services normally considered “outside of” or supplemental to Standard Services, classified in this document as “Non-Standard Value Added Commerce Service”.

It is the intention of GS1 GDSN, Inc. to provide the GDSN Community an understanding of Standard Services offered by GDSN Certified Data Pools. This is not a pricing policy nor does it imply that GS1 GDSN, Inc. is involved in the setting of prices charged for services between a data pool and its customers. The specific fees charged for services between a data pool and their customer is a business decision between the Data Pool and the Trading Partner.

### KEY DEFINITIONS

**Single Point of Entry (SPE):** A Trading Partner has the ability to synchronise information with all other Trading Partners using Certified Data Pools in the GDSN via a Single Point of Entry (SPE) established by their home Data Pool. This provides a single point of data “truth” (e.g. who registered the item) for the GTIN. This should not be confused with “one-stop shopping” wherein a Trading Partner can have all synchronisation or commerce transaction needs met via one provider. A SPE includes all functionalities that are identified as GDSN Standard functionality. These functions and the support for these functions are required by Data Pools in order to receive and retain certification from GS1 GDSN, Inc.

**Multiple Points of Entry:** Multiple point of entry is a choice by a Trading Partner to leverage data pool services from more than one data pool. This does not mean that there are multiple points of data “truth”, as long as all Certified Data Pools are synching via the GS1 Global Registry®. This practice is supported in the GDSN.

### BASIC PRINCIPLES

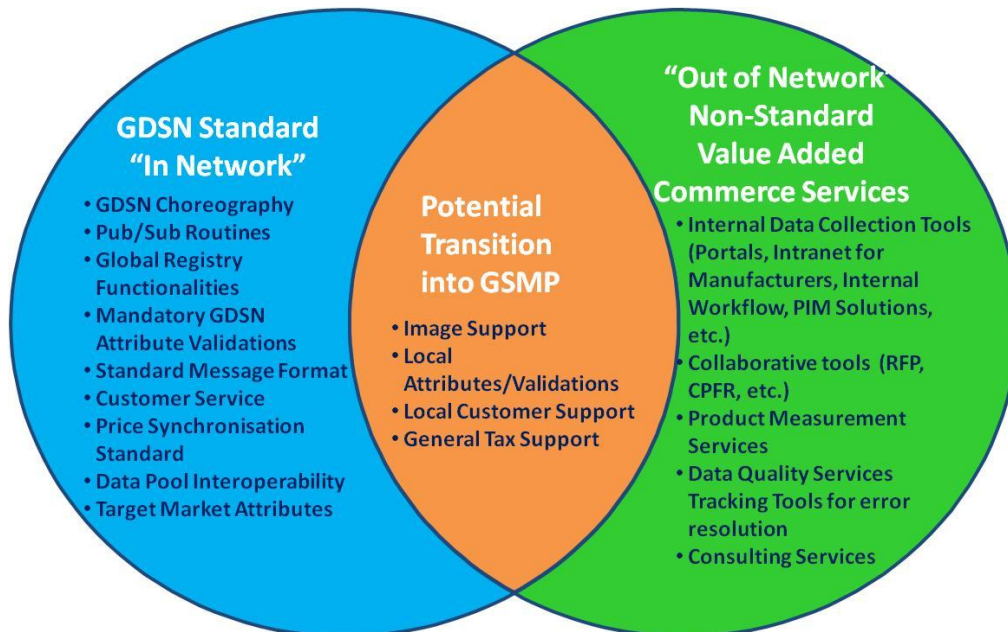
The Guidelines for Standard and Non-Standard Value-Added Commerce Services support the GDSN Roadmap philosophy. These guidelines, which have been endorsed by the GS1 GDSN, Inc. Board, ensure GDSN foundational principles are maintained by GDSN Certified Data Pools in their service offerings. For additional information on GDSN principles, please refer to the GDSN Roadmap, the GDSN Certification Criteria Document, and the GDSN Terms of Participation Agreement (TOPA).

The GS1 Community defines the GS1 Standards (e.g. attribute validation rules). These standards are the basis for what is considered to be “In Network” and what is considered “Out of Network”. Sending and synchronising GDSN standard data or any activity that falls within the criteria for Data Pool certification is considered a **GDSN Standard** service.

Under the GDSN “**single point of entry**” principle, users should not be required to pay another Data Pool for standard synchronization, validation and/or data storage services. These services are considered covered by the basic fees paid by a user subscribing to their home Data Pool.

Any other functionality, those beyond GDSN Standard “In Network” service, which involves 'additional value added' commerce service, constitutes a business decision between the data pool (or between two or more data pools) and the trading partner and is therefore outside the scope of the GDSN. These services are considered “**Non-Standard Value Added Commerce**” services and are “Out of Network”.

The below diagram (Exhibit 1) depicts GDSN Standard and Non-Standard Value Added Commerce Services as currently supported by Data Pools in the GDSN. The center area (overlapping) reflects the natural potential transition of Non-Standard services (local attributes/functionality) into GSMP standard services as the marketplace progresses.



**Exhibit 1 – Standard and Non-Standard Value Added Commerce Services Diagram**

### IN NETWORK

The processes identified as GDSN Standard “In-Network” Services are covered by the Single Point of Entry (SPE) principle of the Global Data Synchronisation Network (GDSN). As such, these activities are covered by the fees paid by Trading Partners to their home data pool. **No cross-data pool charges should apply to Standard In-Network Services.**

**GDSN Standard Services:** Sending and synchronising "GDSN standard" data or any activity that falls within the criteria for data pool certification is a standard GDSN activity and is considered covered by the basic fees paid by a user subscribing to their home data pool. Under the SPE principle, users should not be required to pay another data pool for standard synchronisation, validation and/or data storage services.

The following activities are considered a GDSN Standard Service covered by the fees paid by a Trading Partner to their home data pool:

- **Core Global Registry**  
Core attributes that are stored in the Global Registry (e.g. GTIN, GLN, Target Market, GPC, Status) and functionality including publication and subscription
- **Standard Catalogue Item Synchronisation Attributes**  
Item data as sent in the CIN, but not held in the Global Registry® (e.g. Packaging Type, Measurement Type)
- **Standard Extensions**  
Standard extensions as they appear in the extension-specific Business Message Standard (BMS). This Item data is sent extending the CIN, but not held in the Global Registry®. Examples of Standard extension attributes are; Hardlines/DIY, FMCG, Regulatory Compliance, Apparel).
- **Fast Track Attributes, passed as Attribute Value Pairs (AVP)**  
Passing of GS1 Global Data Dictionary (GDD) Standard attributes that are not part of a standard message extension (e.g. New Item Form) using the AVP form.
- **Price Synchronisation Standard Attributes**  
Synchronisation of GDSN Price Data via the GDSN BMS Align Price Synchronisation standard message and choreography.
- **GDSN Choreography**  
The GDSN standard business messages in the correct sequence according to the use cases defined in the GDSN standard.
- **Data Hosting Services (Source Data Pool)**  
Hosting and loading of Source Trading Partner data by the Source Data Pool (SDP). The Recipient Data Pool (RDP) should not charge the Source Data Pool or the Data Source for delivery or storage of that data in the GDSN.

- **GDSN Error Handling and Notification**  
Receiving and resolving data errors and notifications from a Data Pool to other Data Pools/Trading Partners. This is “In Network” whether the validation is defined in the standards or not.
- **Modifications to Manufacturers' Data**  
Only the Source DP has authority to modify item data on behalf of the manufacturer. When this occurs, it is considered “In Network”.
- **Global Product Classification (GPC) Usage**  
Services to aid Trading Partners in implementing GPC classification schema.

Certified Data Pools shall not request other Data Pools or Users to fund development of standard functionality required to operate in the GDSN. No Data Pool can require another Data Pool to pay a fee of any kind.

## OUT OF NETWORK

**Non-Standard Value Added Commerce Services:** Processes identified as ‘Out of Network’ are not covered by the Single Point of Entry principle of the GDSN. Any functionality beyond the GDSN standard that involves 'additional value added' service constitutes a business decision between the Data Pool and the Trading Partner, or between Data Pools outside of the GDSN. These services are considered “Non-Standard Value Added Commerce” services.

A Data Pool may have customers that operate only within its local market or they may have customers that use the Data Pool to provide onward connectivity to other markets. These different needs may generate a different cost model for the Data Pool that may be reflected in its pricing structure to its customers.

Most Data Pools develop Non-Standard Value-Added Commerce service offerings. These are normally developed based on Trading Partner demand. It is a business decision of a Data Pool to support value added services.

Following are examples of Non-Standard Value Added Commerce services requested by many Trading Partners:

- **Extended Attributes (Flex Fields)**  
Non-standard recipient specific extensions that do not reside in the GS1 Global Data Dictionary (GDD).
- **Community support of local standards development for submission to GSMP**  
Some attributes will not be globally applicable. Data Pools and MOs are not expected to perpetuate use of local attributes/validations, outside of the global GS1 System. The GDSN best practice for these types of attributes is to move these into the global standards. This facilitates better adoption by many Global Manufacturers.

- **Collaborative tools** such as RFP, CPFR.
- **Online browse and search capabilities**  
Search and browse of data within catalogues.
- **Tracking tools for error resolution**
- **Internal Data Collection tools**  
Portals, intranet for suppliers, internal workflow and PIM.
- **EDI Conversion Services**  
Conversion of documents whether to or from GDSN standard XML or other formats for use in GDSN standard messaging
- **Data Accuracy and Measurement Services**  
Physical product tolerance measurement services and data cleansing services
- **Education / On-boarding / Consulting Services**  
GDSN education training and on-boarding services
- **Support for Images and Other Non-Supported File Types**  
Hosting (and synchronisation) of images and other non-standard file types. The GDSN supports an imaging standard and a link to where an image may be stored.
- **Local Customer Support for Relationship Dependent Data(RDD)**  
Functionality and validations used to ensure key RDD fields are populated and not blocked during upload. This is a common occurrence and these support efforts ensure the proper communication of these data values.
- **General Taxation Support**  
Communication of standard item or party tax information within the GDSN (e.g. TaxAgency, TradeltemTaxAmount, TradeltemTaxInfo). It allows Trading Partners to provide the tax amounts and/or rates for a trade item and the associated tax agency and tax code. The majority of tax attribute/validation requirements and support is local/regional. Local data pools provide unique confirmations and indemnity around local tax rates and rules for their community.

## ROLES

In order to successfully execute and uphold the principles of the GDSN Roadmap and the guidelines for Standard and Non-Standard Value Added Commerce, the GDSN Board of Directors has defined the following roles for key GDSN players.

### Trading Partners (Users of GDSN)

Choose only certified DPs that uphold the GDSN philosophy. As customers, speak directly to Data Pools to confirm needs are clear and contractual commitments are honored with GDSN connections. Ensure that user representatives on local Member Organization (and independent Data Pool) boards are aware of the importance of compliance. Raise issues for resolution in board forums or elsewhere.

### **GS1 Management Board**

Provide oversight as to the effectiveness of Global Office and GS1 GDSN, Inc. in their stewardship of the Network. Review measures to increase the adoption of GDSN practices, support GS1 GDSN, Inc. and the Global Office to operate within the framework described in this document.

### **GDSN Board of Directors**

Work with representatives on Industry boards (Retailer, Supplier, Data Pools, and GS1 Management Board) on issue resolution. Enforce compliance with the GDSN standards in accordance with the certification / de-certification policies. Provide a framework to support certification and interoperability among the data pools and the GS1 Global Registry®. Make requests of GS1 and the GS1 Management Board as appropriate to sustain the health of the GDSN.

### **GDSN Data Pool Certification Committee**

Investigate and drive issue resolution when formally raised. Provide stewardship with the Certification criteria.

### **GDSN Certified Data Pools**

Conform to GS1 GDSN, Inc. standards and the GDSN Certification Criteria as outlined below:

- Technical Performance Criteria
- Operational Performance Criteria
- Service Level Performance Criteria
- Security Performance Criteria

Additionally, GDSN Certified Data Pools must:

- Be current in payment of all annual and certification fees
- Ensure the confidentiality and integrity of user information
- Remain interoperable with all Certified Data Pools and work to ensure end-to-end synchronization is maintained
- Comply with global validation rules and global search functionality
- Uphold service levels and operational guidelines of the GDSN as contractually bound
- Commit to enhance global standards (via submission of local attributes) and uphold the rules of the GDSN

### **GSMP**

Determines and approves global standard attributes (listed in the blue circle on Exhibit 1), GSMP accepted local attributes and attributes that remain as optional Non-Standard Value Added Commerce service (listing in the green and orange circles on Exhibit 1).

Questions regarding these guidelines, or a potential Data Pool non-conformance, should be raised with the GDSN Certification Committee of the GDSN Board.