

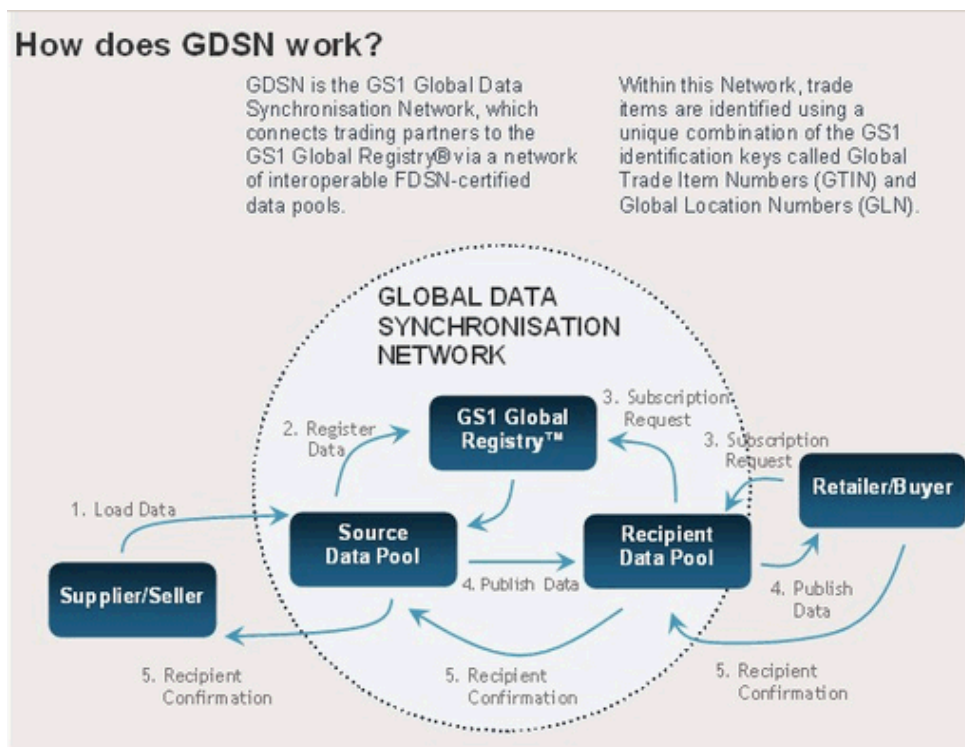
Global Data Synchronization (GDS)

What is Global Data Synchronization?

As trading partners recognize the importance of working more closely together to improve operational efficiency and service levels, the way information is managed and shared is becoming a critical issue. Organizations must ensure that the information they share with trading partners about the products they make, buy or sell is 100 percent accurate and up-to-date.

Global data synchronization (GDS) allows organizations to share the latest item, location and price data with each other, preventing costly mistakes and delays. GDS is comprised of three elements: **data synchronization, data quality and product identification and classification.**

Data synchronization is the electronic transfer of standardized information and the continuous synchronization of that data over time. The Global Data Synchronization Network (GDSN), an internet based, interconnected network of interoperable data pools and a global registry known as the GS1 Global Registry, enables organizations around the globe to exchange standardized and synchronized supply chain data with their trading partners.



The five steps of GDSN:

- After cleansing its information internally, a supplier registers the information in its data pool.
- The supplier sends a small subset of its data to the GS1 Global Registry.
- A buyer, through its own data pool, subscribes to receive the supplier's information.
- The supplier's data pool publishes the requested information to the buyer's data pool.
- The buyer sends a confirmation to the supplier from each other's data pool, which informs the supplier of the action taken by the buyer using the information.



Global Data Synchronization (GDS)

Data quality is key to the success of data synchronization. Both suppliers and buyers are responsible for making sure that their data is complete, consistent, accurate, time-stamped and based on industry standards.

Product identification and classification gives suppliers and buyers a common language for distinguishing product data that is uniform across the entire supply chain.

Retailers Mandate GDS

Many large retailers and manufacturers are or will require their suppliers to synchronize product data as a basis for conducting EDI transactions.

As of January 1, 2007, Wal-Mart required its trading partners to join a GDSN certified data pool and begin the process of data synchronization. Wal-Mart cited the need for improved supply chain efficiencies for themselves and their suppliers as the reason behind its initiative. Many other buyers including Lowe's, Sears, ShopRite and McLane have informed their suppliers that they must implement data synchronization in order to continue doing business.

How Does This Affect You?

In addition to satisfying buyers' requirements, there are many benefits for suppliers to adopt GDS:

- Increased sales
- Lower transportation costs
- An average of 2 to 6 week faster speed to market (Up to 2 week reduction)
- Reduction in shelf out-of-stocks (Up to 5%)
- Reduced error resolution (Up to 13% reduction in man hours)
- Item data errors found in purchase orders (Currently found in up to 8% of orders)

What is RedTail's Global Data Synchronization Solution

Our Hosted Xpress Conveyor (HXC) platform provides an easy to use, simple spreadsheet upload tool that allows complete item data synchronization with your trading partners through the Global Data Synchronization Network (GDSN). HXC provides you the ability to manage all your GDS transactions as well as generate pertinent reports regarding your item data.

Hosted Xpress Conveyor also enables you to cost effectively integrate to your business systems when your volume of data increases by upgrading your license to the full version of Xpress Conveyor. This will give you an automated solution using your current ERP systems.



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