Introduction

Upon request of the GDSN community and for clarity regarding data pool (DP) services and charging practices, this document provides guidelines for what is within, and outside, of the scope of standard GDSN Certified Data Pool related services.

This is not a pricing policy nor does it imply that GDSN, Inc. is involved in the setting of prices actually 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.

It is the intention of GDSN, Inc. to provide an understanding regarding standard services offered by GDSN-certified data pools within the GDSN.

Basic principles

These guidelines support the GDSN Roadmap philosophy and help with the interpretation of the philosophy of the roadmap. The GDSN Inc. Board has endorsed these guidelines. For additional information, please refer to GDSN Roadmap, GDSN Certification Criteria Document, and the Terms of Participation Agreement

The GDSN, Inc. user-driven process defines the establishment of GDSN global standards (e.g. attribute validation rules). These standards define what is considered to be "in network" and what is considered outside of the GDSN.

Sending and synchronising "GDSN standard" data or any activity that falls within the criteria for data pool certification is standard GDSN activity and is considered covered by the basic fees paid by a user subscribing to their home data pool. Under the "single point of entry" principle, users should not be required to pay another data pool for standard synchronisation, validation and data storage services.
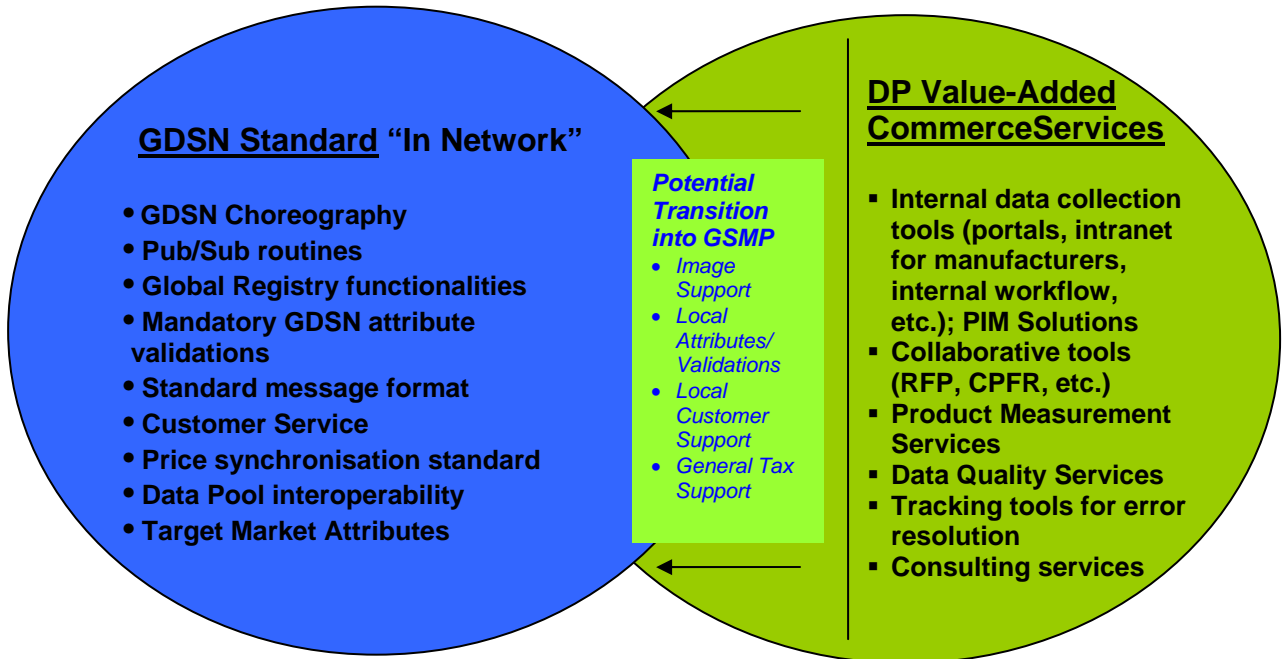
Key Definitions:
Single Point of Entry (SPE): Trading partner's synchronisation needs are served by a single home data pool, and the trading partner has access to synchronise with all other trading partners using certified data pools in the GDSN via that single point of entry. Further, this provides a single point of data "truth" (e.g. who registered the item). It should not be confused with "one-stop shopping" wherein a trading partner can have all synchronisation or commerce transaction needs met via one provider. SPE includes all functionality under GDSN identified as GDSN standard functionality. Support for this functionality is a condition for data pools 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 Global Registry. This practice is currently supported in the GDSN.

Any other functionality beyond the GDSN standard, that involves 'additional value added' commerce services, constitutes a business decision between the data pool and the trading partner, or between data pools outside of the GDSN.

The below diagram depicts GDSN Standard and Non-Standard Value Added Commerce Services as provided by data pools in the GDSN. The center area reflects the natural potential transition of non-standard (local attributes/functionality) into the GSMP standards process as market forces dictate.

In-Network

The processes identified as In-Network are covered by the Single Point of Entry principle of the Global Data Synchronisation Network. As such, these activities are covered by the fees paid by a trading partner to their home data pool. In this scenario, no cross-data pool charges should apply.

GDSN Standard Data Services: Sending and synchronising "GDSN standard" data or any activity that falls within the criteria for data pool certification is considered 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 data storage services. These activities are covered by the fees paid by a trading partner to their home data pool and no cross-data pool charges should apply.

- **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). Item data as sent extending the CIN, but not held in the Global Registry covering Industry/Category Specific attributes such as hard lines/DIY, FMCG, Regulatory Compliance, apparel)
- **Candidate Attributes**
  Item data sent as a recognised candidate attribute extension to the CIN. Candidate attributes have / are being migrated into the core standards.
- **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**
  Supports 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 source's home data pool. 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 in a DP to DP/TP relationship. 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
- **Global Product Classification (GPC) Usage**
  Services to aid trading partners in implementing the classification schema

Certified data pools shall not request other data pools or users fund development of standard functionality required to operate in the GDSN. No DP can require another DP to pay a fee of any kind.

Out of Network

Other Value Added Commerce Services: Processes identified as 'out of network' are not covered by the Single Point of Entry principle of the GDSN. Any other functionality beyond the GDSN standard that involves 'additional value added' services constitutes a business decision between the data pool and the trading partner, or between data pools outside of the GDSN.

A data pool may have customers that operate only within its local market OR may have customers that use the data pool to provide onward connectivity to other markets. The different needs may generate a different cost model for the data pool that may be reflected in its pricing structure to its customers.

DP Value-Added Commerce Services functionality should be developed based on demand and it is a business decision of any data pool as to whether they want to support those services.

- **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. DPs and MOs are not expected to perpetuate use of local attributes/validations, outside of the global GS1 System, if those attributes can be moved into the global standards.
- **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 already supports an imaging standard and a link to where an image may be stored. Additional globally applicable attributes/validations will move to GS1 Systems standards over time.
- **Local Customer Support**
Relationship dependent data (RDD) attributes that are sent using the Attribute Value Pair (AVP) approach. FastTrack (FT) attributes may be sent via the AVP, although, GDSN/GSMP and the community work to make these into permanent solutions and remove them from FT into the standards. Functionality and validations used to ensure key RDD fields are populated (and not blocked during upload) is not fully available in the GDSN and is often accomplished at the local level.
- **General Taxation Support**
Communication of standard item or party tax information within the network. Basic tax information is currently implemented (TaxAgency, TaxItemTaxAmount, TradeItemTaxInfo, TradeItemTaxInfo) and allows a user to provide the tax amount or rate associated with a trade item and the associated agency and tax code. The majority of tax attribute/validation support will be local/regional. Over time globally applicable attributes/validations will move into the GS1 System. Often local data pools provide unique confirmations and indemnity around the local tax rates and rules.

Roles:

In order to successfully execute and uphold these guidelines and the principles of the GDSN Roadmap, the GDSN Board has defined the following roles for key GDSN players.

- **Users of GDSN** – Choose only certified DPs that are upholding the philosophy. As customers, speak directly to data pools to make sure their needs are clarified and honour their contractual

commitment to connect via GDSN. Ensure that user representatives on local Member Organization (and independent DP) boards are aware of the importance of compliance. Raise issues for resolution in the board forums or elsewhere.

- **GS1 Management Board members** – Provide oversight to the effectiveness of GS1 and GDSN Inc. in their stewardship of the Network. Review measures of the adoption of GDSN practices and support GDSN Inc., and the Global Office to operate within the framework described in this document.

- **GDSN Board Members** – Work with representatives on the above boards (Retailer, Supplier, Data Pools, and GS1 Management Board) to resolve issues. Enforce compliance in the GDSN in accordance with certification / de-certification policies. Provide a framework to support certification and interoperability among the data pools and the GDSN Global Registry so that they may support the data model and validation requirements of their respective trading partner customers. Make requests of GS1 and the GS1 Management Board as appropriate to sustain the health of the GDSN.

- **GDSN Data Pool and Certification Committees** - To investigate and drive issue resolution when formally raised. Provide stewardship of the Certification criteria.

- **GDSN Certified Data Pools**-
  - Conform to GS1 GDSN standards
  - Conform to GS1 GDSN Certification Criteria:
    - Technical Performance Criteria
    - Operational Performance Criteria
    - Service Level Performance Criteria
    - Security Performance Criteria
    - A data pool must be current in payment of all annual and certification fees
  - Ensure the confidentiality and integrity of user information
  - Remain interoperable
  - Comply with the global validation rules
  - Comply with the global search functionality
  - Work with other data pools in the GDSN to ensure end-to-end synchronisation
  - Are contractually bound to uphold service levels and operational guidelines of the GDSN
  - Commit to enhancing the global standards (via submission of local attributes) and upholding the rules of the GDSN

- **GSMP** – Determines what goes into globally standard attributes or local attributes approved by GSMP (blue circle), and those that will remain as optional value added commerce services as locally defined attributes (green circle).

Questions regarding these guidelines, or a potential data pool non-conformance, can be raised with the GDSN Certification Committee of the GDSN Board.