

November, 2004

## GCI GDS Workshop

### **Background**

The GCI GDS Implementation Team was created to ensure sustainable progress in improving the management of master data and the establishment of the core foundations for simple e-business.

To date, the team has focused on various implementation areas of GDS and targeted different audiences to fulfill its mission which is “to provide global leadership in driving the successful implementation of GDS in the industry including the agreed EAN.UCC GDS Standards and business processes”.

To shift EAN.UCC standards based GDS from theory to practice, it is indispensable to help and drive companies towards end-to-end information integration. Although a lot has been published, presented and discussed in various forums, companies still struggle to implement GDS and therefore overall, global implementation is still at infant stage.

An additional way to raise awareness and educate the community, to provide a platform for detailed discussion and to drive implementation deeper, is the hereby proposed GCI GDS Workshop.

### **Helping companies to move from the vision to practice**

The **GCI GDS Implementation Workshop** has the intent to identify and help companies overcome their individual obstacles.

This approach aims at creating a more intimate and therefore more open and trustful atmosphere, where detailed questions and subjects can be raised and discussed which typically does not happen in an open environment.

The workshop is set to

- Raise Awareness
- Educate (GCI GDS Vision, GDS Standards, etc)
- Focus on Critical Areas (Typical Challenges, Success Factors)

- Help planning the right Activities (Individual GDS Roadmap)

It is a combination of education, consultancy, experience sharing without proposing any particular technical IT or process solution. The technical basis of the discussions are the EAN.UCC GDS Standards.

Each Workshop will be prepared individually with each company.

## **The Format**

Two formats are foreseen:

- 1) **Intra-Company-Workshops = one company only** will be offered to individual companies focusing on bringing together the major departments responsible for master data business processes inside the company.
- 2) **Inter-Company-Workshops = one retailer and one manufacturer** targeting the communication process between a retailer and manufacturer. In this case different business areas of the companies will also be invited, but the focus will lie on data synchronisation (data provision and integration leading to synchronised data on both sides).

The workshops will be one-day physical meetings taking place at the respective companies' offices.

The geographic focus is global.

## **The Target Audience**

The target audience are GCI member companies and GCI related CPG companies.

Within the companies, business managers from all "master data affected" departments along the supply chain will be most likely to attend the workshop. Typically these departments are:

- Sales / Marketing and Buying
- Logistics
- Supply Chain
- Finance & Administration
- IT(logistics, sales, buying, finance etc.).

## The GCI Workshop Partners

The following GDS experienced consulting firms have confirmed to make available their know how and concepts for enhancing the structure and content of the workshop.



They are responsible for the content including individual conceptual approaches and methods which will be presented in collaboration with GCI.

Company representatives will be invited to report on best practices and learnings from operational implementations based on the individual company roadmap and company business case if appropriate. Their participation also provides the possibility to involve them in practical, experience sharing discussions.

If technical managers are participating in the workshop session, either a UCC or EAN staff should be invited to respond to technical questions.


## Funding

GCI in collaboration with the consulting companies will provide the content and methodology of the workshop pro bono.


The workshop session should be hosted by the company agreeing to “purchase” the workshop.

GCI respectfully requests that the company or companies agree to reimburse the travel and lodging expenses of the consultants (max. 2) participating in the workshop session. GCI will work on an individual and closely basis with the company/companies to minimise these expenses. A contract, signed by GCI, the consulting company and the client will represent the basis of this agreement.


## The Concepts










- **Data Quality**
  - **Behind the Firewall**  
(including Internal Data Alignment)  
Data Quality issues faced by manufacturers and retailers in the preparation of synchronisation.
  - **In the Supply Chain**  
Analysis which effects poor quality data can have on the supply chain.  
Solutions on how to align the trading partners in their understanding and action towards better data quality.  
Ways to measure data quality improvements.



GCI GDS Workshop - Page 11

 **Agenda**

TIME	DESCRIPTION	LEAD
1st hour	Introduction of the topic incl. material available Overview of the topic incl. examples of current challenges and solutions	 
2nd hour	Evaluation of where the company stands with plans for data sync and management	
3rd to 5th hour	Workshop of current barriers to progress caused by data quality issues	
6th hour	Logical next steps	
Closing	Wrap up	



GCI GDS Workshop - Page 12








**Internal Business Case**

- Help Companies to understand their individual business case for GDS
- Discuss the development of the business case functionality and process using ATK's Business Case Value Capture Tool
- Provide understanding of the necessary cross-functional process changes

**ATKEARNEY Agenda**

TIME	DESCRIPTION	LEAD
1st hour	Introductions Review of GDS Progress, Benefits and Vision	
2nd hour	Confirmation of Company's Situation Review of Company Data Submission	<i>ATKEARNEY</i>
3rd to 5th hour	Interactive Discussion of GDS Internal Business Case Value Capture Worksheet (detailed functional area review, understanding of metrics, benefits and impl. costs, summary)	<i>ATKEARNEY</i>
6th hour	Next steps	<i>ATKEARNEY</i>
Closing	Wrap up	

- GDS Implementation Roadmap
  - „How to get started“
- GDS Architecture
  - Impact on the business- and IT Architecture including the link with RFID
  
- Please note that Capgemini and Microsoft offer the GDS Workshop jointly

TIME	DESCRIPTION	LEAD
1st hour	Introductions	
2nd hour to 5th hour	SCAN GDS Business Case & Roadmap GDS Best Practices Industry Demands and Standards Current Status & Issues  FOCUS Evaluation of input Define Critical Issues for GDS implementation in your company	  
6th hour	ACT Define & Argument Actions to take forward	 
Closing	Wrap up	



- Understanding the Rationale to implement GDS
- Data Pool Strategy Development
- Breaking Down the GDS Implementation
- Linking RFID / EPC and GDS



## Agenda

TIME	DESCRIPTION	LEAD
1st to 2nd hour	Introductions Understanding the Customers Problem <small>- Review the Customers Motivations to implement GDS; Determine if Organisational Support is from Technical, Business or both environments; Determine if other initiatives (PIM, RFID, etc.) exist in order to see there are leverage points</small>	 
3rd hour	Data Pool Strategy Development <small>-Understanding B2B Landscape (Data Pools, Registry, GDS...); Data Pool Decision Variables; Single Data Pool vs. Multiple Data Pool Strategies</small>	
4th – 5th hour	Breaking Down the GDS Implementation <small>-Collecting Data / Exporting the Data From ERP &amp; Legacy Apps; Data Management / GDS Work Flow Tool; Data Pool Messaging Management</small>	
6th hour	RFID / EPC / GDS / PIM Linkage <small>- Analyse if there are any RFID / EPC initiatives and how GDS can aid</small>	
Closing	Wrap up	



## **Summary**

The workshop concept is meant being an additional communication and education format offered by GCI. The advantage of GCI proposing this kind of help is that companies will be encouraged to dialogue on a neutral industry platform basis without being sold a particular service, software or hardware. This is not an out-of-the box approach based on an entirely fixed concept but a modular approach with fixed elements providing a structure. The aim is to make the companies aware not only of technical but also company cultural and organisational GDS related aspects.

## **Contact**

If you are interested in running the GCI GDS Workshop in your company or if you have further questions, please contact

Natascha Pottier, GCI at [Natascha.Pottier@gci-net.org](mailto:Natascha.Pottier@gci-net.org).