



# Antitrust clause

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GS1 Belgium & Luxembourg will not enter into any discussion, activity or conduct that may infringe, on its part or on the part of its members and participants, any applicable competition laws.

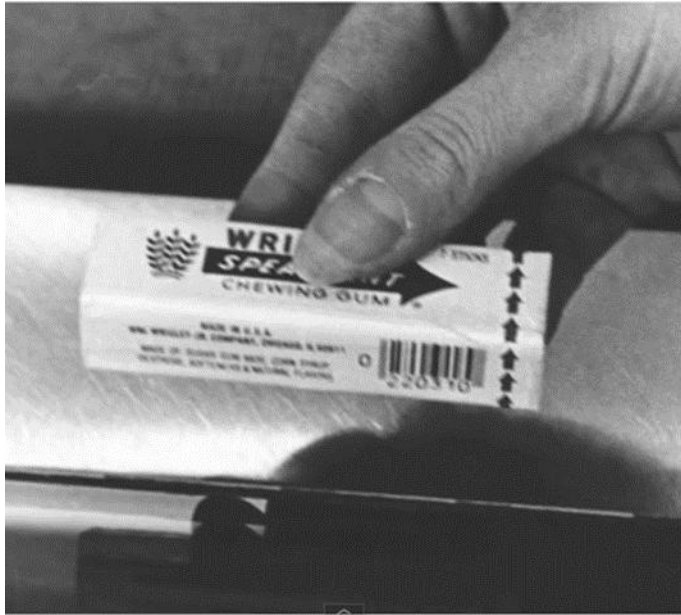
By way of example, members and participants shall not discuss, communicate or exchange any commercially sensitive information, including non-public information relating to prices, marketing and advertisement strategy, costs and revenues, trading terms and conditions and conditions with third parties, including purchasing strategy, terms of supply, trade programs or distribution strategy.

This applies not only to discussion in formal meetings but also to informal discussions before, during or after meetings.

<http://www.gs1belu.org/nl/over-ons/bestuur/deontologische-code>

<http://www.gs1belu.org/fr/administration/code-deontologique>

# The start and the future: 1D to 2D



GTIN (or EAN code) : unique Global Trade Item Number

# Agenda

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1. Masterplan 2020-2022 & sector priorities
2. **Data quality:**
  - ❖ Our ambition & roadmap
  - ❖ My Product Manager (MPM)
  - ❖ Report & Audit
  - ❖ GDSN/excel
3. Need for **acceleration & expansion** (B2B2C2G, circular packaging, etc)
4. Organize for success (Governance)
5. Poll - Mobile couponing and your customer/shopper first
6. Wrap-up

# 1. Masterplan 2020-2022: 4 goals

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1. Deliver trusted and qualitative data and become vital and trusted
2. Deepen & increase use of our standards with the GS1 keys as cornerstone
3. Focus more on creating value for our potential and existing members
4. Be innovative

# 1. Sector priorities

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**DATA QUALITY**

## 2. Data Quality – Our ambition

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## 2. Data Quality – Integrated roadmap

Trusted data

Effective sharing through GS1 GDSN

### Scope: Pre-packed food

MPM + GS1 GDSN	
Data - Picture - Capture	Audit
1 SELF	1 GS1
2 DMS	2 DMS

2021

MPM Machine validations GTIN status active KPI	85,00%
MPM Machine validations GTIN status active end Q3 all sectors	68,50%
GS1 audit KPI	60,00%
GS1 audit average score pilot	84,50%
GS1 audit score participants Q3 - Q4	61,00%
# of GTINs pass score of 96%	24 (3%)
# of suppliers going to lower sample regime	Pilot: 0, Live: 3
% of formulas using GS1 GDSN without parallel Excel	45,00%
% of formulas on GS1 GDSN	55,00%
% of formulas on GS1 GDSN without parallel Excel	81,00%

### Scope: Pre-packed food

MPM + GS1 GDSN	
Data - Picture - Capture	Audit
1 SELF	1 GS1
2 DMS	2 DMS
3 DATA CAPTURE LIGHT GS1	3 SELF CERTIFICATION

2022

90,00%
75,00%

### Scope: Non Food

MPM + GS1 GDSN	
Data - Picture - Capture	Audit
1 SELF	1 GS1
2 DMS	2 DMS
3 DATA + PICTURE CAPTURE GS1	3 SELF CERTIFICATION

2023

95,00%
96,00%

65,00%

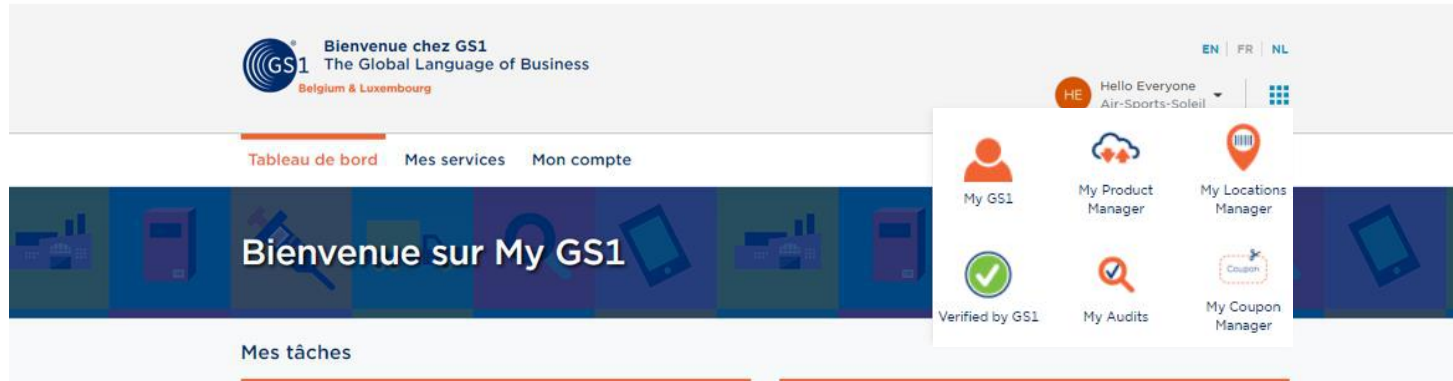
80,00%

Estimation



## 2. Data Quality - MPM

- **My Product Manager** = one platform with Single Sign on (SSO) to
  - **Identify**: manage your membership, create, store and validate your GTIN
  - **Share**: upload & retrieve data via dynamic webUI
  - **Data Quality reporting**



# 2. Data Quality - MPM



## OVERVIEW

### MPM Identify

Total GS1 Belgilux members  
**8,970**

GS1 Belgilux members with access to MPM Identify  
**4,642**

GS1 Belgilux members with at least 1 GTIN with DM = basic  
**4,623**

Total Number Of GTINs available in MPM Identify  
**588,303**

### MPM Share

#### Upload

Accounts with access to MPM Share Upload  
**1,772**

Number Of GTINs available in MPM Share  
**344,517**

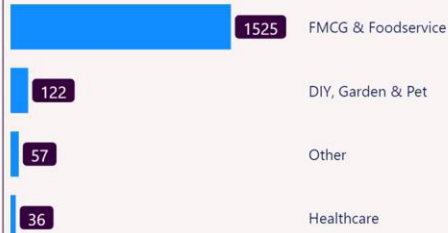
MPM Share Upload paying accounts  
**1,320**

MPM Share Upload free accounts  
**463**

#### Download

Accounts with access to MPM Share Download  
**46**

#### Number of accounts on MPM Share Upload per sector



## 2. Data Quality – Report & Audit

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### Data quality report



- Everyone gets a data quality report
- Machine validations -> 16,000 **logical checks**

### Audit programme

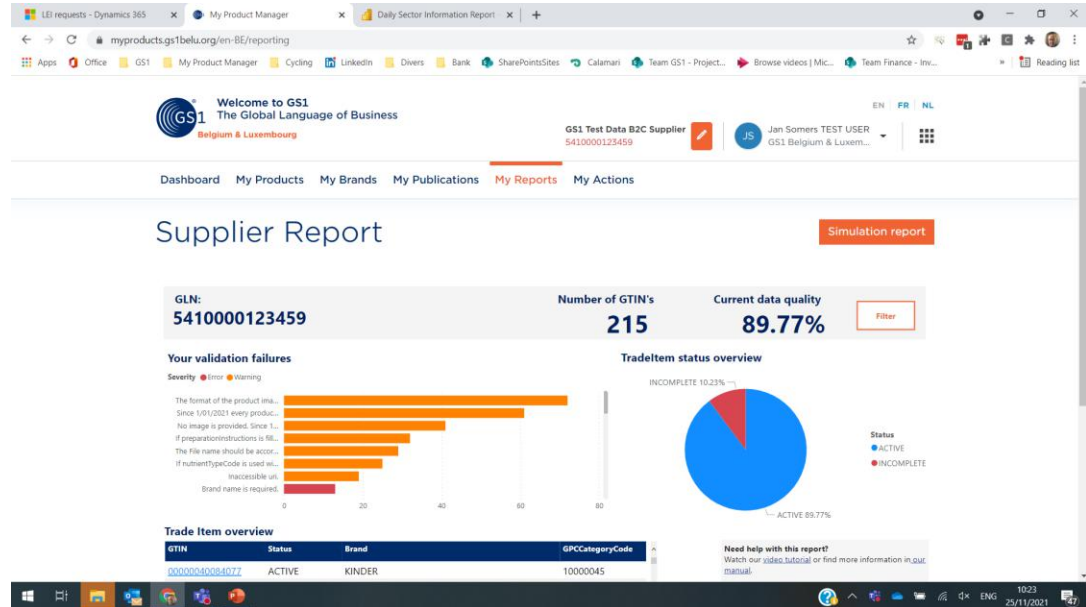


- No physical audit but digital
- You compare the data from the label with the data in My Product Manager

## 2. Data Quality – This report is made for you!

Poll !!

Have you received and reviewed the report for your company in the past 3 months?



## 2. Data Quality – Report

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### GS1 Data quality report (real time and in PowerBI)

- Everyone gets a data quality report
- Who has seen it? Results of the poll.
- Average DQ of the BABM Board members on machine validations 91,6%
- Action of GS1 via BABM
  - Every Board member will get its individual score by email via BABM after the meeting
- Call to action from GS1 to BABM
  - This real time PowerBI report is for you as C-level to discuss with your teams and to integrate a high score in their SMART objectives
- And do we follow up?: everyone a score >97% in 2 months?



## 2. Data Quality – Audit - Approach

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<https://youtu.be/botmTGQwsBg>

## 2. Data Quality – Audit - Approach

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- Audit is done by OCR-Machine Learning tool and GS1 staff
- Aligned with GS1 Netherlands, but for BELU it is digital to save costs for suppliers and to gain speed
- Board decided that this audit program is mandatory and paying (between €20 to 30€ for one audit)
- Retailers will send letters soon asking for participation
- GS1 will send the list of companies that do not participate to the retailers
- First feedback of suppliers participating the pilot: positive
- Good qualitative data: you go down in the sample regime



## 2. Data Quality – Audit – First results

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- **Average Data Quality** % in pilot: 84,58 %  
= average of all GTINs and all suppliers participating in the pilot. Score calculated bottom-up:
  - **Product:** each product attribute is evaluated individually and receives a score of 0 or 1, multiplied with the weight 1 (low), 5 (average) or 10 (high) representing the importance of the attribute. The total per product/GTIN is calculated into a percentage. This percentage can be found with every GTIN in the supplier audit report in My Audits.
  - **Supplier:** the average score of all products per supplier
  - **Sector:** the average score in the sector of all suppliers. In the context of the pilot, this supplier group represents the sector "in small". Thus: the average DQ % for the pilot 'sector'.
- **Average Data Quality** of live audit : 61 (%)
- **Number of GTINs that score > of 96%** in pilot 104 (=22%) and live 24 (=3%)
- **# Number of suppliers that go to a lower sample regime** (=reward system)
- Pilot: 0 of #11 and Live : 3 of #276





## My Product Manager

99,2  
%

Data Quality Score

**TOTAL:** 2292

**Active GTINs:** 2275

**Incomplete GTINs:** 17

### TOP 3 BLOCKING ERRORS in MY PRODUCT MANAGER

1.	Tax information for Luxemburg	13 GTINs
2.	Logistical level identified wrongly as consumer unit	2 GTINs
3.	Contact Type Code is empty	1 GTIN



## Audit program

98,8  
%

Based on 8 completed audits  
8 GTINs passed

**TOTAL GTINs in scope:** 72

**Completed:** 8

**Requested&New:** 45

**Exempted:** 19

### TOP 3 ERRORS in MY AUDITS

1.	Subbrand is incorrect	4
2.	Missing Packshot	1
3.	Instructions incorrect	1

Top results : Coca Cola Services, Pepsico and Pietercil!

## 2. Data Quality - GDSN

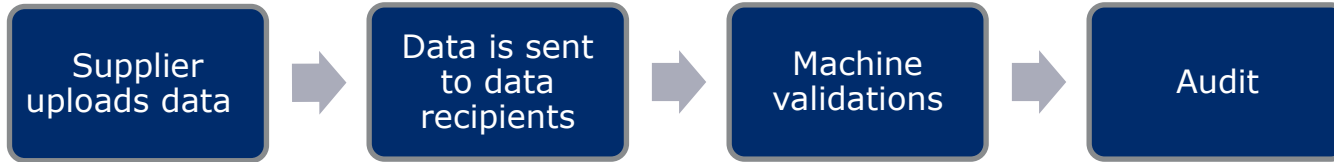


### Opportunities



## 2. Data Quality – GDSN - Carrefour

### Process at GS1



Carrefour 



## 2. Data Quality – GDSN - EXCEL

DESPITE GDSN, EXCEL IS USED

	PRE-CONTRACTUAL	POST-CONTRACTUAL
DATA IN GDSN	EXCEL DOWNLOAD OUT MPM	SHOULD NOT HAPPEN
DATA NOT IN GDSN	NO SOLUTION ?	LET'S TALK AND AGREE



# 3. Need for **acceleration & expansion**

New data needs

GTIN = identifier

Connected commerce

Growth of ecommerce

Supply chain agility

Circular economy

Green and digital product passport

Eco-score

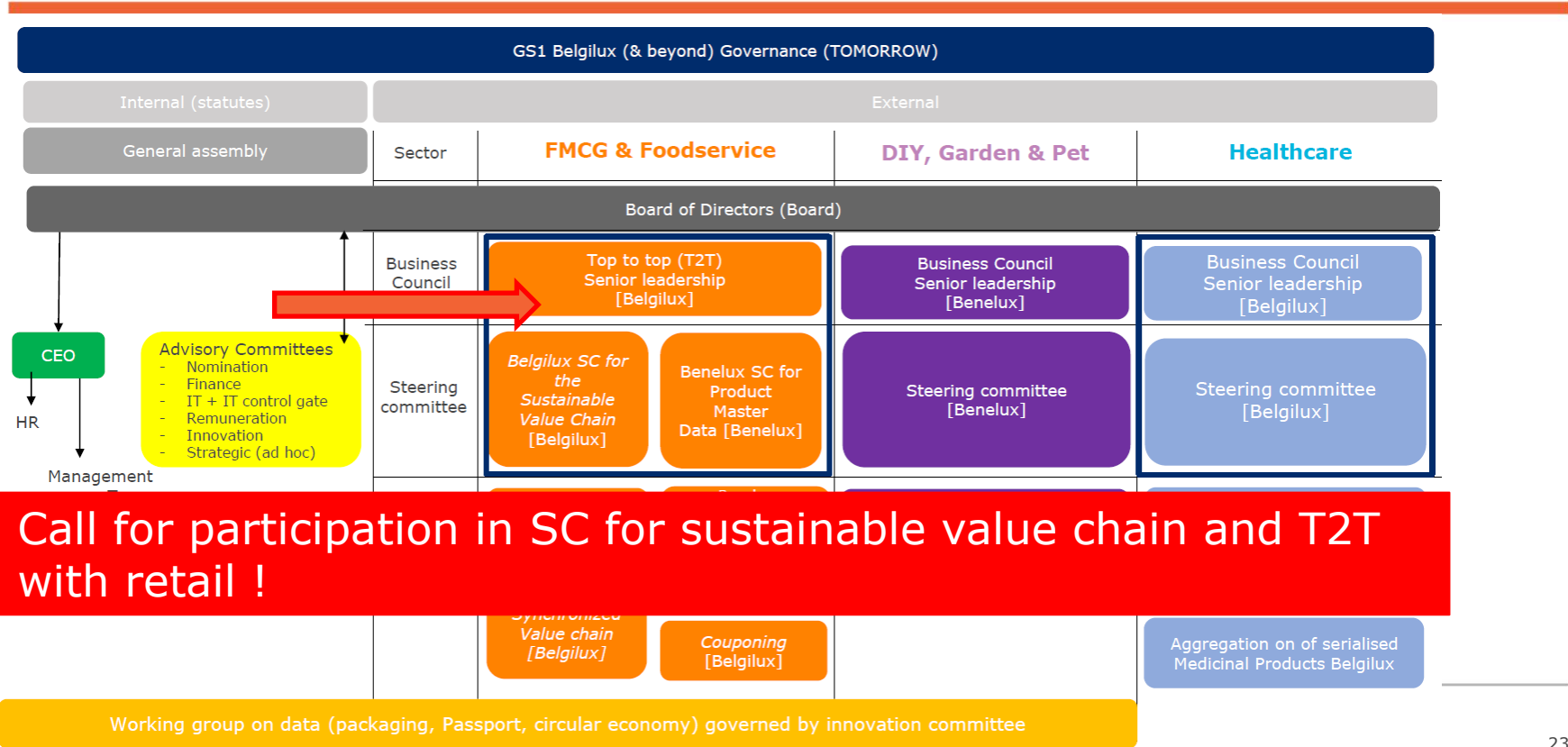
Packaging Data

# 3. Need for **acceleration & expansion**

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- **Conclusions for Brands to take on board:**
  - The future of your sector their businesses is going to be powered by data and digitalisation is going faster then expected.
  - Product information and pictures are increasingly needed to engage with empowered consumers, speed it up!
  - Purposeful/sustainable product information is needed for transparent and sustainable operations and the circular economy

# 4. Organize for success (Governance)



**Call for participation in SC for sustainable value chain and T2T with retail !**

## 5. Mobile couponing and your customer/shopper first

- **Imagine your consumer/shopper can use a mobile coupon 1/1/2024 in 80% of all supermarket in BELU**
- Will be one of the topics for the T2T in 2022, brands and retailers discussing and align on the GS1 agenda
- For this, the coupon process needs to be digitalised
- Consequences of digitalisation
  - Clearing is based on POS data and product information in MPM
  - Simplification of couponing
  - Stricter rules (in digital no exceptions)
  - No cumulation of coupons for one promotion
  - Direct burning



Poll !!



# 6. Wrap-up

- Data and data quality go hand in hand: data quality is not ok
  - Use the DQ report inside your company
  - Join the audit program, it is a must
- If no trusted and qualitative data, retailers will not take data from GS1
- Continue the pressure on Carrefour to accept data from MPM
- Monitor with us the excel use
- New trends, increased ecommerce and legislation will push need for data
- Join the GS1 network and ask your staff to participate in GS1
- Do you want that your customer can use the m-coupon? Join us!
- Follow-us in the roadmap!

