

Global Data Synchronization Network

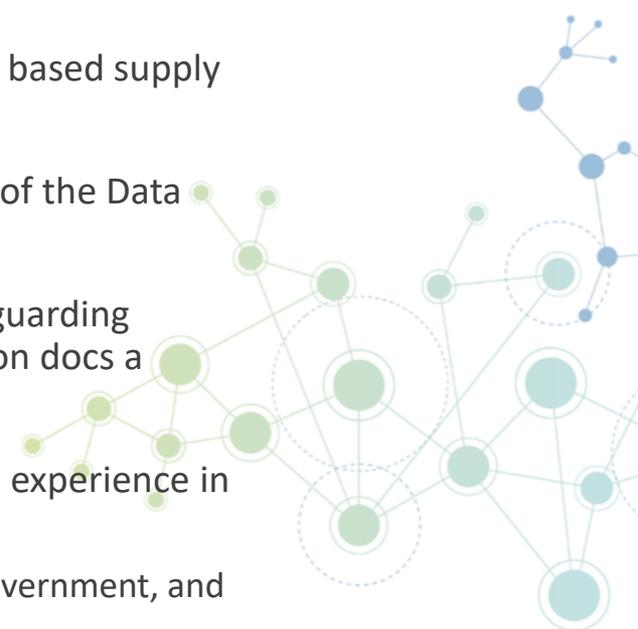
GDSN 101



Because making your business more efficient is our business

Commport Communications International Inc.

- Global, Multi-national company based in Canada providing SaaS - based supply chain technologies that better enable Electronic Commerce
- First certification GDSN Data Pool since 2005 and active member of the Data Excellence (GDSN) Board of Directors and community efforts
- North America tier-1 EDI VAN. Our data center is Document Safeguarding Capability (DSC) PROTECTED B security level and handles 60 million docs a month
- Established in 1985 – over 34 years of providing network solution experience in the following sectors:
 - Retail, Healthcare, Transport & Logistics, Grocery, Foodservice, Government, and Technical Industry Channels
- Currently engaged with thousands of Vendor customers and currently publishing to hundreds of recipients



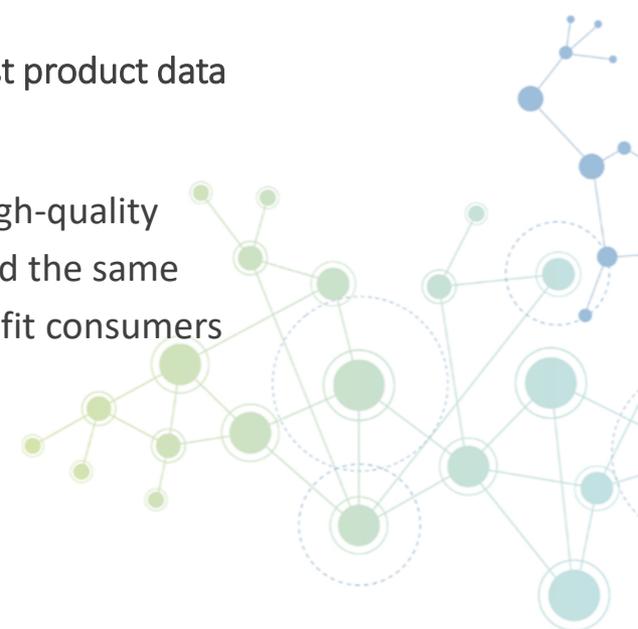
GDSN Defined

The Global Data Synchronization Network (GDSN) is the world's largest product data network.

GDSN makes it possible for any company, in any market, to share high-quality product information seamlessly. Because companies of all sizes need the same thing—timely and reliable product information—to ultimately benefit consumers and patients.



[Find out more about GDSN](#)

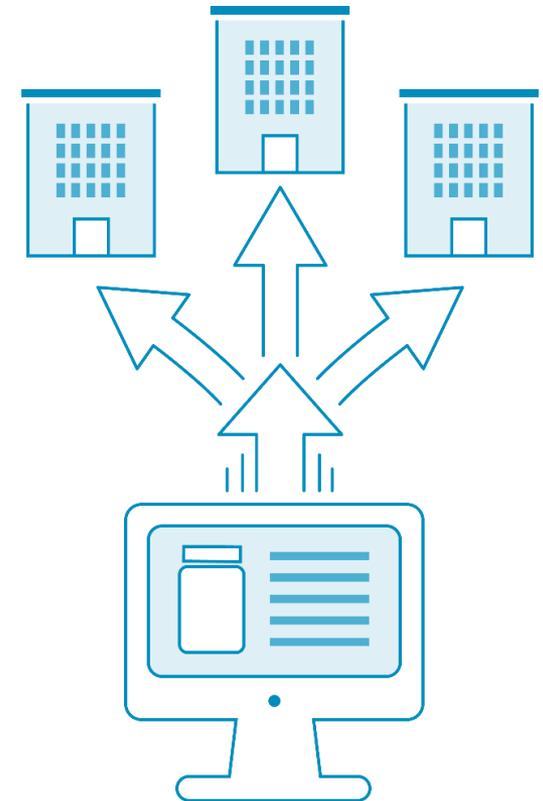


GDSN Defined

With GDSN, high quality product content is uploaded, maintained and shared automatically, ensuring trading partners have immediate access to the most current and complete information needed to exchange products on both local and global markets.

Any company that needs to send or receive product information can take advantage of GDSN by subscribing to a data pool.

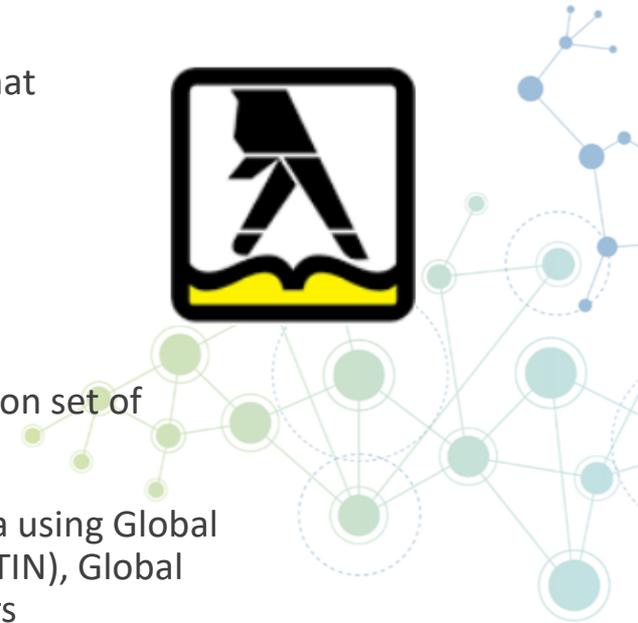
The Commport Datapool will enable you to set up your product content and synchronize it with all your trading partners, so you can plug in reliable data for all markets at one time.



GDSN Terminology

GS1 Global Registry

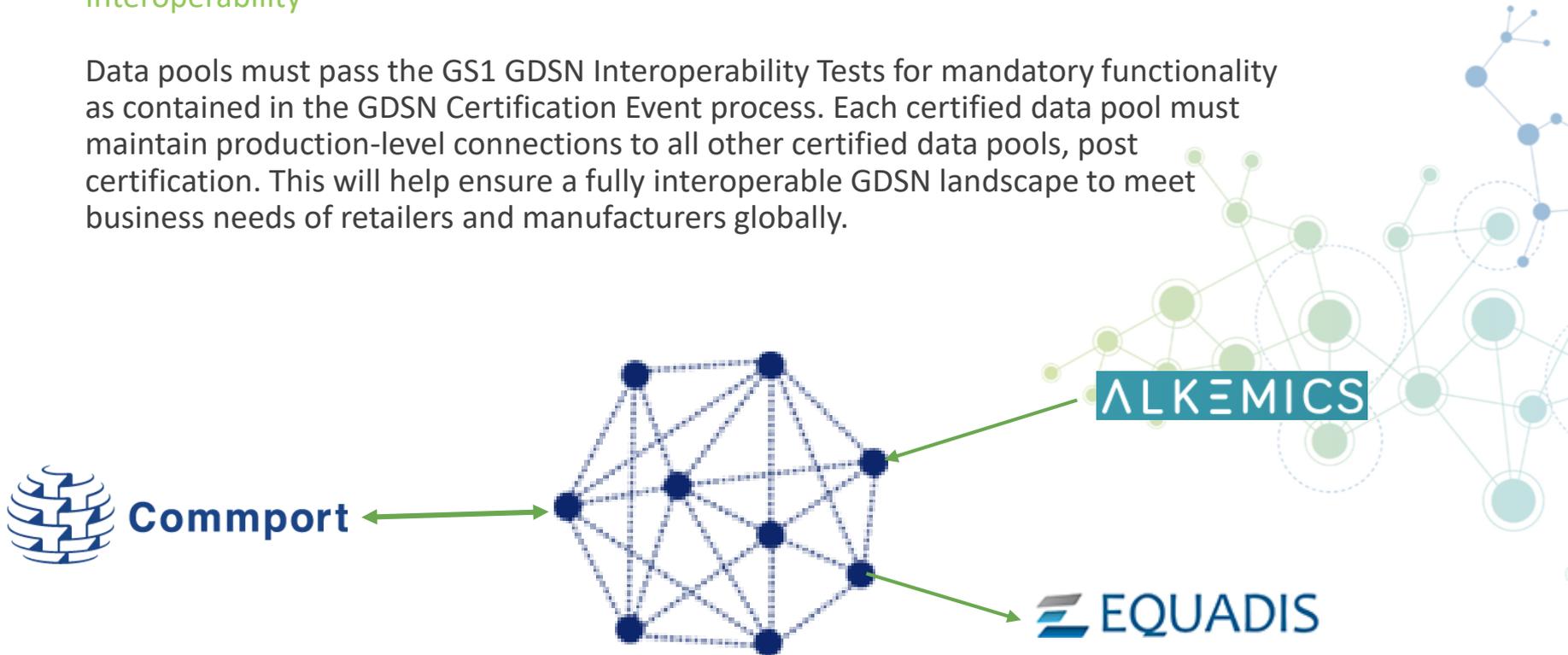
- The GS1 Global Registry is the GDSN's "yellow pages directory" that
- Provides information for subscription sharing
- Enables data pool interoperability
- Guarantees uniqueness of the registered items and parties
- Ensures all data pools in the network are complying with a common set of validation rules that support GDSN data integrity
- Holds information on who subscribed to trade items or party data using Global Location Numbers (GLN), Global Trade Identification Numbers (GTIN), Global Product Classifications (GPC) and Target Market (TM) as identifiers



GDSN Terminology

Interoperability

Data pools must pass the GS1 GDSN Interoperability Tests for mandatory functionality as contained in the GDSN Certification Event process. Each certified data pool must maintain production-level connections to all other certified data pools, post certification. This will help ensure a fully interoperable GDSN landscape to meet business needs of retailers and manufacturers globally.

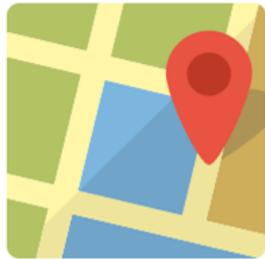


GDSN Terminology

Global Location Number (GLN)

A GLN is unique entity identification for use in the GS1 system based on an company's EAN.UCC company prefix.

- It is a 13 digit number.
- All data sources and data recipients must have a GLN to operate in the GDSN.



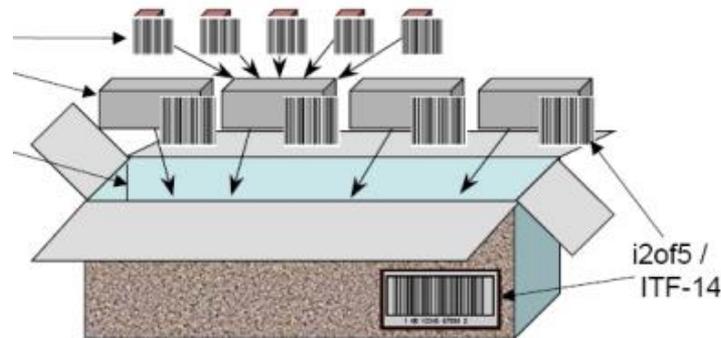
GDSN Terminology

Global Trade Item Number (GTIN)

A GTIN is a unique product ID based on an EAN.UCC number that identifies a specific product at a specific level of packaging, examples: Each, Carton, Pallet:

The GTIN facilitates separate item records for each level of packaging for the same product IF the packaging is the supplier's standard packaging and IF each level of packaging contains a separate standard EAN.UCC bar code label.

GTIN Example:
3 levels of packaging for
the same item



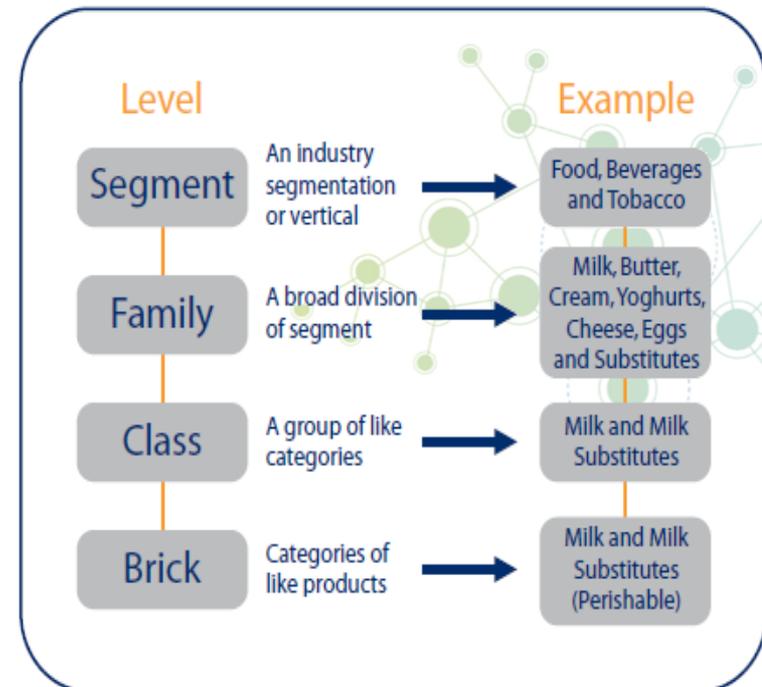
GDSN Terminology

Global Product Classification (GPC)

GPC is a product category / class system used by GS1 to ensure each product is classified uniformly everywhere in the GDSN network.

The GPC provides trading partners with a common way to classify and group their products using a multi-level hierarchy.

UNSPSC codes are available as well



GDSN Terminology

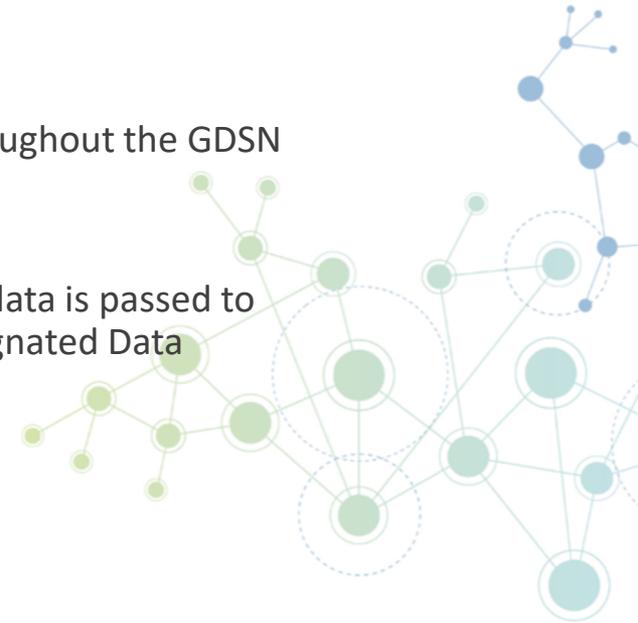
Trading Partner Agreement (TPA)

The TPA ensures protection for the Data Source (supplier) data throughout the GDSN

It acknowledges that the Data Source owns the data

It provides legal protection and remedies to the Data source if the data is passed to any other entity other than the Data Source's authorized and designated Data Recipient(s)

Every entity in the GDSN has to sign the TPA

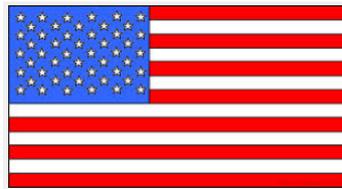


GDSN Terminology

Target Market (TM)

TM is a country identifier indicating where the item will be sold

This is required because some products sold in different countries use the same bar codes but have unique product differences for the specific TM(s).



GDSN Terminology

GS1 Data Quality Framework

- Forces Data Conformance
- Automated Validation Rules
- GS1 Standard Attribute Definitions & Values
- Data Synchronization ensures updated flow of vendor data
- Data Record Changes & Time Stamped Transmissions

Completeness

- All the required values & attributes are electronically recorded

Standards-based

- Data conforms to industry & client standards

Consistency

- Data values aligned across systems and updated via data synchronization.

Accuracy

- Data values are right at the right time

Time-stamped

- Validity timeframe of data is clear

GDSN Terminology

GDSN Digital Content

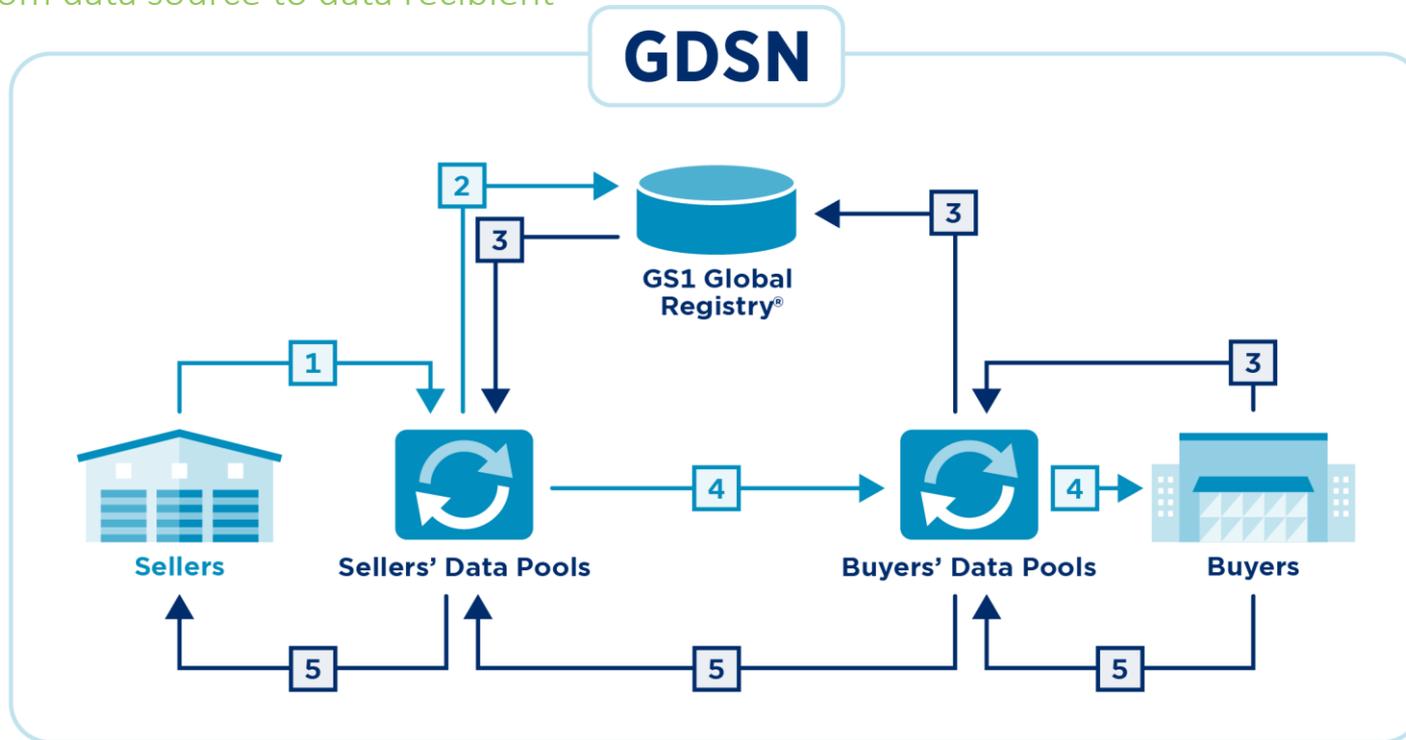
GDSN Image Standards & Systems

- Marketing & Image Specifications
- GDSN uses URL tags in the GTIN record to deliver digital content:
 - Images
 - PDFs Documents
 - Videos
 - Logos
- URL Tags: Most Accurate & efficient digital content delivery method:
 - No image to item-matching
 - No need to store images



How Data Sync Works

Commport's Network is fully automated and seamless from data source to data recipient

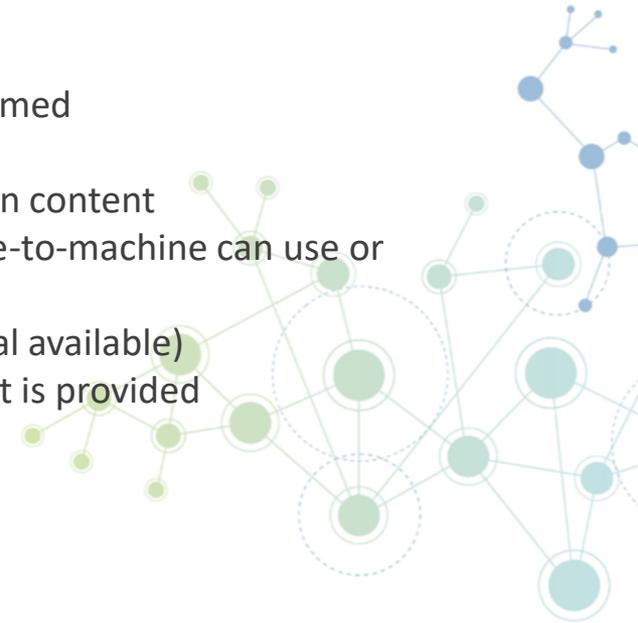


1. Loading of company data
2. Registering of company data

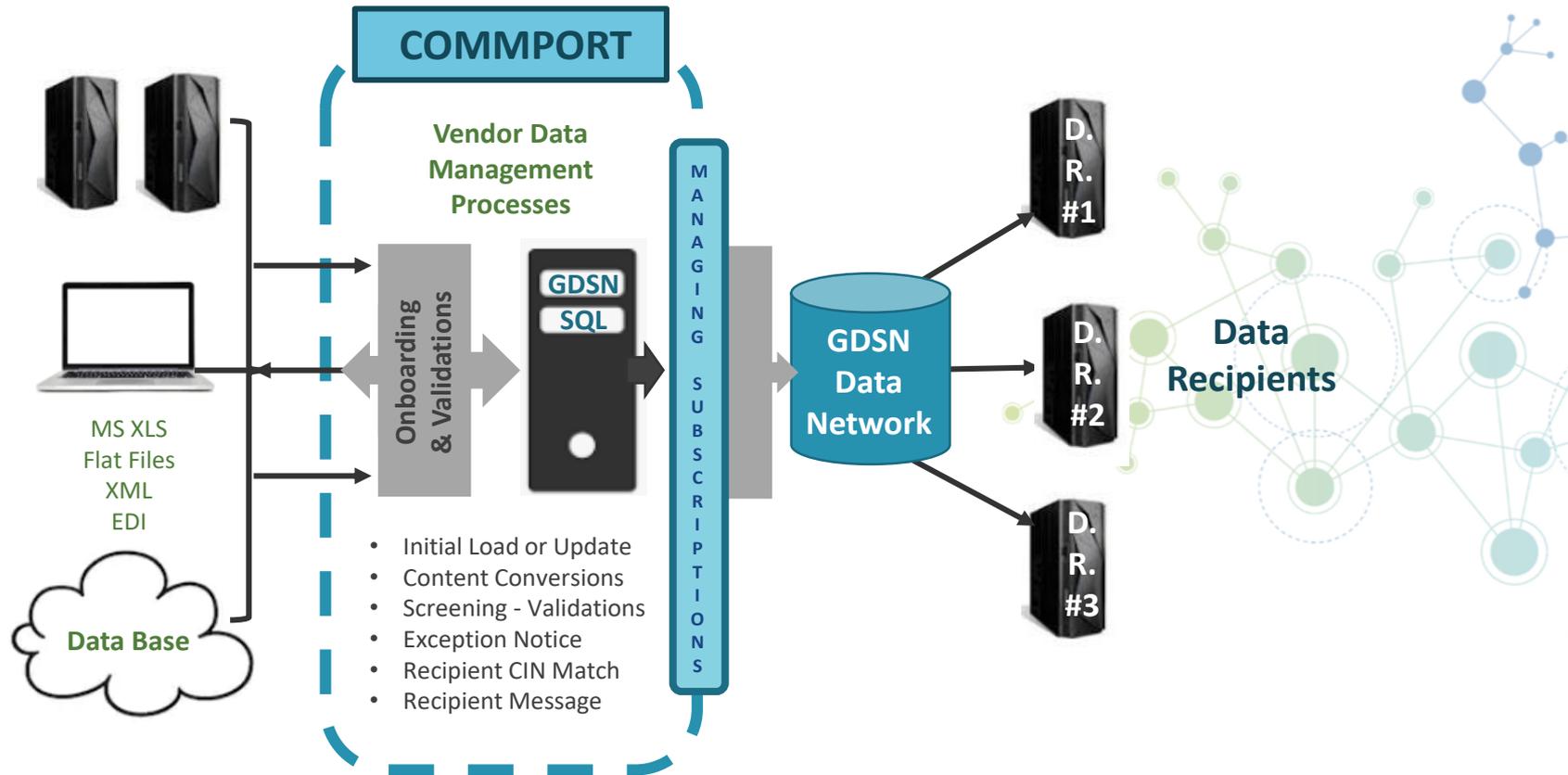
3. Subscription to seller's data pool
4. Publishing of company data
5. Confirmation receipt of company data

Commport's Data Source Approach

- We use a consultative sales approach to make sure you are informed
- Each prospect receives our price list, written price quote
- Each customer uses our XL-based export file to load and maintain content
- Very large accounts who want to transmit updated data machine-to-machine can use or standard XML (or EDI832) file layout
- On-line, 1-to-1 training with your dedicated CSR; (bi/multi-lingual available)
- Ongoing support is with the same CSR; 24 hr. emergency support is provided
- Competitive pricing with no hidden fees



Commport's Network- Data Source



The Benefits of GDSN

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1 Share real-time product content with all trading partners simultaneously
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2 Decrease data management time and costs
- 

3 Eliminate manual processes and reduce errors, generating quality

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4 Bring new products to market quickly and easily
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5 Enable brand transparency to consumers and patients



Contact us today to get started!

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