

Overview of Benefits for Manufacturer and Retailer

	Manufacturer	Retailer
Corporate management	<ul style="list-style-type: none"> • Simplified corporate reporting (D) • Expand geographic retailer base (I) • Eliminate IT system redundancy (I) • Opportunity for shared service creation (I) 	<ul style="list-style-type: none"> • Simplified corporate reporting (D) • Enable global sourcing (I) • Corporate transparency/sales synergy (I) • Eliminate IT system redundancy (I) • Opportunity for shared service creation (I)
Category/Promotion management	<ul style="list-style-type: none"> • Improve visibility/stock-level planning (I) • Product posting/maximise retail exposure (I) • Reduce time spent on complaints/disputes (D) • Simplified and enhanced category reporting (D) • Reduce product introduction lead time (D) • Reduce product promotion lead time (D) 	<ul style="list-style-type: none"> • Reduce need for local agents/intermediation (I) • Expand supplier base (I) • Corporate sourcing price transparency (I) • Improve visibility/stock-level planning (I) • Reduce time spent on complaints/disputes (D) • Simplified and enhanced category reporting (D) • Reduce product introduction lead time (D) • Reduce product promotion lead time (D)
Administrative data handling	<ul style="list-style-type: none"> • Eliminate need for cross-reference tables (D) • Fewer invoice disputes (D) • Fewer write-offs (D) • Reduce accounts receivable (I) • Fewer sales order defects (D) 	<ul style="list-style-type: none"> • Less catalogue maintenance (D) • Eliminate need for cross-reference tables (D) • Fewer invoice disputes (D) • Fewer order defects (D) • Improved fill rate (I)
Logistics	<ul style="list-style-type: none"> • Simplified order tracking and tracing (I) • Fewer return shipments (D) • Improved rate of perfect orders (D) • Fewer emergency orders (D) • More accurate picking (D) • Optimised short-term planning (I) 	<ul style="list-style-type: none"> • Error-free shipment receiving (D) • Fewer return shipments (D) • Fewer backorders (D) • Less excess/safety stock (I) • Optimised location despatch (I)

The benefits for manufacturers and retailers from GTIN/GLN/GDS are summarised in this chart. “D” and “I” indicate whether the specific benefit should be judged as direct or indirect. Direct benefits are more explicit and relatively easy to quantify. Indirect benefits generally have a larger potential value, but the size is harder to quantify and must be assessed or “guestimated”.¹