



## Benefits of Data Synchronization

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### To Our Suppliers:

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SUPERVALU's mission is to provide outstanding service and we believe that accurate data in our systems will facilitate our mission. Therefore SUPERVALU and other leading retailers including Wal-Mart and Wegmans are actively synchronizing data in the Global Data Synchronization Network (GDSN) today.

It is imperative that our suppliers play an active role in this program to ensure a successful business relationship.

### What is Global Data Synchronisation Network (GDSN)

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Global Data Synchronisation Network (GDSN) is a network of interoperable data pools and a Global Registry (the GS1 Global Registry) that allows the timely and auditable distribution of certified standardised master data (Trade Item and Party) from a data source to a final data recipient of this information.

### What is 1SYNC?

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1SYNC is an industry standard utility for item registration and data synchronization between suppliers and retailers. 1SYNC Data Pool Services assist trading partners in exchanging standards-compliant data in the Global Data Synchronization Network (GDSN).

### Benefits of Data Synchronization:

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#### For Suppliers:

- Decrease invoice deductions
- Diminish time spent researching discrepancies
- Enhance Revenue
- Reduce Overall Cost
- Improve outbound logistics processes
- Increase speed-to-shelf for new items

For more information on Data Synchronization Benefits refer to the following link:

- <http://www.gs1.org/productssolutions/gdsn/ds/library.html>



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### How to get started:

#### Step 1: Subscribe to 1SYNC Data Pool Services (or other Certified GDSN Data Pool)

- Go online at [www.1SYNC.org](http://www.1SYNC.org) and click “Subscribe Now”
- Or call 1-866-280-4013 and select dialing option 1

#### Step 2: Get Educated

- Visit [www.1SYNC.org/supervalu](http://www.1SYNC.org/supervalu)
- The 1SYNC Web Seminar Series provides education on the steps to data synchronization

#### Step 3: Synchronize Data

- Cleanse and register your data
- For assistance to get started contact: [DataSync@supervalu.com](mailto:DataSync@supervalu.com)
- Complete the Trading Partner Data Sheet
- Publish a limited number of GTIN's
- If corrections are necessary, clean up and restart
- If data is accurate, complete an initial load publication for all items to each of our GLN's
- Send ongoing sync transactions
- Participate in monthly 1SYNC Business calls