

Data Synchronization Fact Sheet



SUPERVALU

135 years of fresh thinking...

SUPERVALU is a leader in the grocery retailing industry. We combine expertise in [grocery retail](#) and [supply chain](#) operations - two highly complementary core competencies. SUPERVALU is grounded in a rich, 135-year history of food-industry innovation.

A Message to Our Suppliers

Our Mission is to provide outstanding service to our customers. We believe that having accurate data in our systems helps make that possible. SUPERVALU and other leading retailers including Wal-Mart and Wegmans are synchronizing data today. Global Data Synchronization Network (GDSN) [has become the standard way we do business](#). Companies that are not synchronizing data with us add inefficiencies, additional costs and delays, to the new item process and ongoing item maintenance. We are urging everyone to get involved in the GDSN in order to realize benefits such as reduced supply chain inefficiencies and the adoption of industry standards worldwide.

What is 1SYNC?

1SYNC™ is a GDSN-certified Data Pool that enables data synchronization between suppliers and retailers. The 1SYNC Data Pool assists trading partners in exchanging standards-compliant data in the GDSN.

Benefits of Data Synchronization:

For Retailers:

- Improve supply chain processes
- Gain efficiencies in internal logistics
- Increase speed-to-shelf for new items
- Build foundation for electronic collaborative commerce

For Suppliers:

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

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How to get started:

Step 1: Subscribe to the 1SYNC Data Pool

- Go online at www.1SYNC.org and click “Getting Started”
- Or call 1-866-280-4013, Option 1

Step 2: Get Educated

- Visit www.1SYNC.org/supervalu
- The 1SYNC web seminar series provides education on the steps to data synchronization

Step 3: Synchronize Data

- Choose a data sync solution through 1SYNC:
 - 1SYNC Onboard Support or
 - Use a Solution Partner certified by 1SYNC
- Cleanse and register your data
- Contact Kim Johnson at SUPERVALU to get started:
 - Kim.D.Johnson@supervalu.com
- Complete the Trading Partner Data Sheet
- Publish a limited number of GTINs
- If data is accurate, complete an initial load publication for all items to each of our division GLNs
- Publish ongoing item maintenance and new items

Contact Kim Johnson to start syncing data with **SUPERVALU**
at Kim.D.Johnson@supervalu.com