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## **FREQUENTLY ASKED QUESTIONS AND ANSWERS**

### **Overview**

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#### **Q: What is Data Synchronization?**

A: Data Synchronization is the electronic transfer of product and location data from trading partners to retailers. It is a full encompassing form of communication between both parties and a process which ensures accuracy and efficiency in managing profitable data.

#### **Q: What is Global Data Synchronization Network (GDSN)?**

A: The Global Data Synchronization Network (GDSN) is a network of interoperable data pools and a centralized Global Registry (the GS1 Global Registry) that allows for the timely and auditable distribution of certified standardized master data (Trade Item and Party) from a data source to a final data recipient of this information.

#### **Q: Are all of SUPERVALU's suppliers required to implement the Global Data Synchronization Network?**

A: As SUPERVALU has aggressively rolled out data synchronization for the last 5 years, we expect our entire consumer packaged goods suppliers to implement data synchronization.

Grocery, Frozen, Dairy, General Merchandise and Health and Beauty Care suppliers should begin the process of data synchronization as soon as possible. We are also adding suppliers the Bakery, Deli and Meat categories

#### **Q: What is GS1?**

A: GS1 is a leading global organization dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility of supply and demand chains globally and across sectors.

#### **Q: What is GS1 Global Registry?**

A: The global directory of GDSN for the registration of items and parties. Acts as a pointer (directory for the registration) to source data pools where item and party master data is housed. It matches subscriptions to registrations to facilitate the synchronization process.

#### **Q: What is 1SYNC?**

A: 1SYNC is the leading GDSN certified Data Pool. 1SYNC Data Pool Services assist trading partners in exchanging standards-compliant data in the Global Data Synchronization Network (GDSN).



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### Q: What is a Data Pool?

A: An entity that provides its customers data synchronization services and a single point of entry to the Global Data Synchronization Network. Data Pools must be certified per GS1 System standards to operate within the Global Data Synchronization Network. Data Pools interoperate with the GS1 Global Registry and each other. Example: 1SYNC Data Pool.

### Q: What are the benefits of Data Synchronization?

A: Benefits apply to both retailer and suppliers. Here are a few benefits each may expect.

#### 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

### Q: What is a 1SYNC Solution Partner?

A: A "1SYNC Certified Solution Partner" is a provider that is certified by 1SYNC to connect to the 1SYNC Data Pool. It is up to the client to select a Solution Partner that meets their synchronization needs. For more information please refer to <http://www.1sync.org/partnerships.html> and select the Solution Partner that best suites your business.

### Q: Is it necessary to use a 1SYNC Solution Partner?

A: No. A supplier may choose to implement with a solution partner that fits their needs and requirements or with 1SYNC directly. In addition to offering proprietary data synchronization implementation tools for customers, 1SYNC has partnered with some of the largest and most well respected corporations as Solution Partners, to fulfill the needs of all trading partners.

### Q: What is the fee to implement the Data Synchronization program?

A: The data sync solution you select will dictate the cost of implementation. To learn more refer to [http://www.1sync.org/subscription\\_fees.html](http://www.1sync.org/subscription_fees.html)



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Q: In what categories has SUPERVALU not implemented data synchronization?

A: They are as follows:

- ◆ Fresh Produce and Floral - Due to the commodity nature of the items SUPERVALU has chosen to work with FoodLink Online and iTrade Network to manage this process for these commodity items at this time.
- ◆ Direct Store Delivery (DSD) – SUPERVALU’s initial focus has been on Supply Chain operations and warehouse items. We have been done some testing with a few DSD suppliers but have not set the timing for further roll out.

Q: How does Supervalu Subscribe?

A: SUPERVALU subscribes to the entire US Target Market. We do not subscribe by Global Location Number (GLN) or Global Product Code (GPC).

Q: Do our suppliers have to use the 1SYNC data pool?

A: Suppliers may use any GDSN certified data pool to publish items to SUPERVALU. Currently over 99% of our supplier’s use 1SYNC, as the industry leading data pool they are uniquely positioned to assist you in rapid and successful implementation.

### **Set Up**

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Q: How do I sign up with 1SYNC and select a solution partner?

A: Select a data sync solution through 1SYNC that best suites your business. Refer to the support link [http://1sync.org/partnerships\\_search.html](http://1sync.org/partnerships_search.html) to select the solution that best suits your needs.

### **Item Syncing**

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Q: If I am currently using SVHarbor should I be doing Data Synchronization as well?

A: Yes. SUPERVALU has fully integrated the Data Synchronization process into our SVHarbor eNew Item application. Through the GDSN publication process we populate most of the attributes in the eNew Item portal, eliminating the need for time consuming manual data entry and the associated errors. Your organization can then add pricing information, as well as product images and submit it to the SUPERVALU merchandising organization.



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The SVHarbor portal provides a wide variety of sales building and collaborative solutions for working with SUPERVALU beyond the ability to introduce new items.

**Q: Should I publish potential new items to SUPERVALU via the data synchronization?**

A: Yes. Once you start data synchronization with SUPERVALU we are looking for all new items to be published via the GDS Network.

**Q: My company supplies store brand items to SUPERVALU. Should we be synchronizing these store branded items?**

A: SUPERVALU is actively synchronizing item data with single sourced store brand suppliers. If your company is the single source for store brands items you sell to us, we expect you to implement data synchronization. SUPERVALU is also looking to do data sync when multiple suppliers for produce store brands items for us. Contact [DataSync@supervalu.com](mailto:DataSync@supervalu.com) prior to syncing these items.

**Q: Do I need to assign a new Universal Product Code (UPC)/GTIN when the Net Content changes?**

A: A change to net content requires a new UPC. Failing to make this changes creates inefficiencies through out the supply chain, generates problems at Point of Sale, frequently results in fines from State regulatory bodies, frustrate and confuse consumers. It is a violation of GDSN and GTIN allocation rules so net content changes cannot be published in the network. Suppliers who make these invalid changes will be expected to reimburse SUPERVALU for the many problems that result.

Other GTIN allocation rules apply. Therefore, please refer to the GS1 Standards GTIN Allocation rules at [www.gs1.org/gtinrules](http://www.gs1.org/gtinrules). Also, you may contact your data pool for more information.

**Q: Should mixed pallets and displays be published?**

A: Yes, all mixed pallets and displays should be published.

**Q: How should I submit items that have random assortment that change periodically?**

A: According to the GTIN allocation rules it is required that you create a new GTIN. These cannot be published in the GDSN.

**Q: Should I publish inner packs to SUPERVALU?**



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A: Yes. Suppliers should assign GTINS to inner packs and publish these in the proper hierarchy through the GDS Network. If you do not have GTINS assigned at the inner pack you can begin publishing without them, while you work on a strategy to implement GTINS at the inner pack.

Q: Should we assign GTINS to our pallets and publish them to SUPERVALU?

A: Yes. For all standard pallets we expect you to assign and publish through the GDS network. If you do not have GTINS assigned at the pallet, you can begin publishing without pallet GTINS, while you work on a strategy to implement GTINS at this level. If you do not have GTINS assigned at the inner pack you can begin publishing without them, while you work on a strategy to implement GTINS at the inner pack.

Q: Is SUPERVALU monitoring all Initial Load or New Publication types for incoming Catalogue Item Notification (CIN) publications?

A: Yes. Please make sure that your publication type is set correctly. If not, you will be asked to resubmit the publication.

Q: What does Manage Confirmation (CIC) responses from SUPERVALU Mean?

A: Definitions

- Pack Different/Mismatch – SV will be in contact with you to resolve
- Division Not Found – The item is not setup in the DC it was published to
- ACCEPT: New item has been successfully setup in system
- SYNCHRONIZED: Item has been successfully updated in system
- REJECT: UPC Not Found (item does not exist); contact SV if item is supplied to any SV DC

### **Definitions**

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Q: What is a CIC?

A: Catalog Item Confirmation – confirmation (Authorization) response returned by a retailer.

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### Q: What is a CIN?

A: Catalog Item Notification – notification to a retailer after publication/subscription match.

### Q: What is a CIS?

A: Catalog Item Subscription – subscription sent by a Retailer requesting supplier data.

### Q: What is a GLN?

A: Global Location Number (GLN) is the GS1 System identification number for legal entities, functional entities and physical locations. The GLN has 13 digits that represent the following:

GS1 Company Prefix	Location Reference	Check Digit
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### Q: What is a GPC?

A: Global Product Classification Code – grouping for product data into categories.

### Q: What is a GTIN?

A: Global Trade Item Number (GTIN) is the GS1 System Identification number for a product and/or service. While a GTIN can vary in length, they are always sent as a 14 digit field in the GDSN. UPC's are forms of GTINs. For more information check the GS1 website.