



Synchronizing your Product Data with Wakefern via the GDSN®

Wakefern's vision is to be our customers' first choice in each and every market we serve. To this end, we must earn our customers' trust and meet their individual needs; we must provide valued solutions with the best prices, products and services that make our customers' lives easier.

In this spirit, we believe working together with our suppliers and distributors to synchronize 100% of their product data will help us deliver products, services, and solutions to our customers while maximizing our supply chain efficiencies and streamlining our item process.

The New Way of Doing Business at Wakefern

We believe that accurately synchronized data eliminates inefficiencies in the supply chain and improves the bottom line results for Wakefern and our suppliers. To this end Wakefern is rolling out a time sensitive change to its item maintenance and creation process that you need to execute against immediately. This new process requires you to synchronize your product information via the Global Data Synchronization Network® (GDSN®).

Benefits of this new process include:

- Less time spent by sales executives and category managers/buyers on administrative tasks
 - Eliminates hand keying and potential human error for creation and maintenance of items

Spend more time developing strategies to grow the business
- Faster item setup as all information critical to this process will flow electronically
 - Faster introduction of new items as the new work flow will share product information with proper resources
 - Faster turnaround on purchase orders

Ensure your first shipments are not delayed because of missing or inaccurate data
- Faster turnaround of item information to Wakefern buyers
 - Delivers data integrity as item maintenance comes directly from supplier's corporate office
 - Supplies retailers with real-time updates for product changes
 - Provides previously unavailable item information for pallet, vendor pack, warehouse pack, and each level

Catch errors immediately with online data validations
- Increased accuracy of product information results in:
 - Less time spent on paperwork, correcting errors, and resolving purchase order deductions
 - Appropriate stock levels within your distribution network

Ensure orders are created with accurate price brackets (i.e., full or half truck orders) to facilitate proper order placements
- More efficient use of logistics assets
 - Better weight/cube utilization of shipments
 - Better fleet management
 - Increased efficient use of warehouse space

Better outbound logistics processes = cost savings

What is Global Data Synchronization?

Global data synchronization is the electronic transfer of standardized **product** and **location** information between trading partners continuously via a central global repository, which is called the GS1 Global Registry™

Synchronize **product information**, including:

- Item attributes controlled by the supplier, e.g., Global Trade Item Number® (GTIN)®, size, weight, height, brand, U.P.C. barcode number

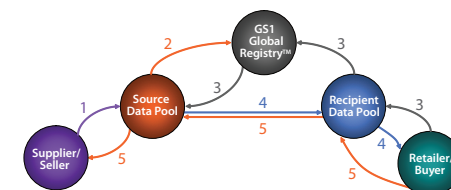
Synchronize **location information** including:

- Global Location Number (GLN) used to identify locations involved in trade such as a company headquarters, billing departments, and ship-to addresses

Data synchronization through the Global Data Synchronization Network (GDSN):

- Allows real-time item maintenance for specific fields
- Provides accurate, standards based, synchronized data that reduces inefficiencies in the supply chain
- Ensures dimensions are correct and stored at the each, case, warehouse pack, and pallet level

Any supplier or retailer only needs to join one data pool in order to get their data to all of their trading partners in the GDSN



1. Load Data
2. Register Data
3. Subscription Request
4. Publish Data
5. Recipient Confirmation

Call +1 866.280.4013 or sign a Trading Partner Service Agreement (TPSA) online at www.1SYNC.org

Getting Started

To increase your ROI from data synchronization we recommend that you synchronize your item data with additional retailers in the GDSN.

Apart from Wakefern, over 140 retailers and 15,000 suppliers utilize the GDSN, including:

AAFES	The Home Depot	SUPERVALU
AFS	Lowe's	Walgreens
AWG	McLane	Wal-Mart
Carrefour	Safeway	Wegmans

Wakefern recommends working with 1SYNC. Advantages offered by 1SYNC include:

- Supports the “one-to-many” vision that allows item data to reach all GDSN participating retailers globally from a single source
- A robust, easy-to-use solution servicing companies of all sizes. 1SYNC works with over 45 retailers and 5,000 suppliers
- Offers several implementation options such as:
 - For large size companies: 1SYNC Item Management (IM) Solution utilizing machine-to-machine communication
 - For medium size companies: 1SYNC IM Solution using online user interface or a spreadsheet load tool
 - For small size companies: GS1 US Data Driver® that allows you to create and manage your U.P.C. barcodes (i.e., search or load your existing U.P.C. barcodes) as well as add the core data needed to synchronize data with your retailer
- Superior implementation services:
 - Assist suppliers to implement and synchronize data within days
 - Securely transmits item data
 - Most implementations in the industry with over 5.1 million items synchronized (i.e., over 87% of total items synchronized in the GDSN)
 - Over 7,000 active connections (one connection is 1 retailer synchronizing with 1 supplier)
- Offers educational and customer support:
 - Dimensioning guidelines and auditing services
 - Package measurement training programs and services
 - 24-hour customer support

Steps to Begin Synchronizing Data with Wakefern

- Sign up with a GDSN-certified Data Pool such as 1SYNC
- Review the *Wakefern Vendor Implementation Guidelines* available at <http://www.shoprite.com/WakefernGuidelines.aspx>
- Provide Wakefern the appropriate information for your company's data synchronization contacts, by completing the *Data Synchronization Vendor Fact Sheet* available at www.shoprite.com/WakefernGuidelines.aspx under *Available forms* and email the information requested to the correct category person listed below:
 - Grocery: ron.yurash@wakefern.com
 - General Merchandise: joe.rizzo@wakefern.com
 - Dairy/Frozen Foods: chuck.degirarde@wakefern.com
 - Appy/Food Service/Seafood: DDMMA@wakefern.com
- In order to begin synchronizing with Wakefern, please include the following supplier requirements in your email:
 - Your company's GDSN contact including phone and email address
 - Your company's GLN, GPC Codes, and your Wakefern Vendor Number
- Prepare your data to be registered in the GDSN. Check your product data for completeness and accuracy, then register all products that are sold to Wakefern via the GDSN.
- Publish a limited number of GTIN's (5-10) as an initial load. Wakefern will provide feedback via email including next steps.

Wakefern's GLN is: 0341190000006

Please send all questions or concerns to datasync@wakefern.com



Start Today!

Call 1SYNC at +1 866.280.4013

Wakefern has chosen 1SYNC™, the leading provider of data synchronization services and a not-for-profit subsidiary of GS1 US™, as its GDSN-certified data pool of choice

1SYNC | Princeton Pike Corporate Center | 1009 Lenox Drive, Suite 115 | Lawrenceville, NJ 08648 | www.1SYNC.org