



# GS1 eCom standards

Roman Strand | Project Manager eBusiness | GS1 Germany | SmartAgriFood | Munich 2011-10-05



## GS1 in a nutshell



The global  
language of  
business

- **GS1** is a not-for-profit organisation that develops global standards for the identification of goods and services.
  - GS1's standards foster **cooperation** and encourage **information-sharing** worldwide.
  - Thanks to GS1, businesses and organisations can improve the **efficiency** of their supply and demand chains by adding useful information to any exchange of goods or services.
  - Service provider partner to business
  - Driving force in the establishment of standards
  - Centre of expertise for efficient business processes
  - Pacesetter for new technologies
- We want to establish standardised identification, communication and process standards in the market.



■ Countries with a  
GS1 Member  
Organisation

■ Countries served on a  
direct basis from GS1  
Global Office (Brussels)

104 Member Organisations.  
145 Countries served.  
Local services, global reach.

## GS1: A Broad Portfolio

GS1 has a full portfolio of **products**.



Global standards for automatic identification  
Rapid and accurate item, asset or location identification



Global standards for electronic business messaging  
Rapid, efficient & accurate business data exchange



The environment for global data synchronisation  
Standardised, reliable data for effective business transactions



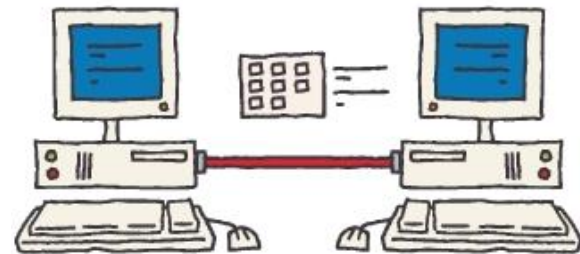
Global standards for RFID-based identification  
More accurate, immediate and cost effective visibility of information

# EDI

(Electronic Data Interchange)

Electronic transfer of **structured data** between computer systems by remote data transmission, ideally without any human intervention.

- **Structured data** are characterised by a precise determination of their:
  - **Syntax** (Arrangement of the characters)
  - **Semantics** (Meaning of the characters)



## What is the GS1 role?

### What does the GS1 bring to EDI?



- The GS1 eCom standards provide the common language used in EDI
  - Structured data (e.g. identification keys)
  - Message standards

### GS1 eCom standards are **GLOBAL**

- GS1 has 30 years of experience in standards for the supply and demand chains around the world
- GS1 standards are the best choice for both private and public sectors
- Every user receives support from the local GS1 Member Organisation in their own language, according to the local business needs.
- Protection of investments



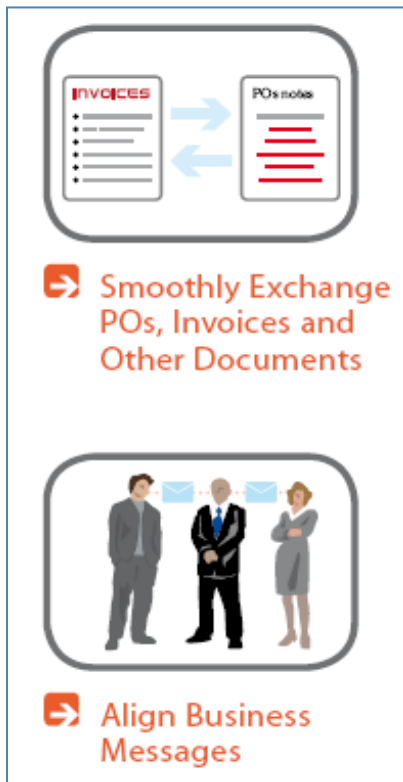
GS1 eCom standards are **MULTISECTORAL**



GS1 XML standards provide solutions for multiple sectors using the same XML business message.

This is achieved through context driven extensions applied to general GS1 eCom, such as food industry, entertainment, office supply, textile ..etc.





## The right way to do eBusiness

- By using GS1 eCom standards a standardised and predictable structure of electronic business messages is provided
- Business partners do not have to negotiate the format and structure of their messages

Two complementary standards

**1** ***GS1 EANCOM<sup>®</sup>***

**2** ***GS1 XML***



## GS1 eCom and other global standards

### GS1 eCom standards are compliant with UN/CEFACT

- **GS1 EANCOM**<sup>®</sup> is a subset of UN/EDIFACT, developed and maintained by UN/CEFACT
- **GS1 XML** standards are developed based on the same principles as UN/CEFACT
- GS1 is actively participating in the development of EDIFACT and the future UN/CEFACT XML standard (UN/XML)
- GS1 is recognised by the United Nations as a non-governmental organisation, like World Customs Organisation (WCO) or SWIFT

## What is GS1 EANCOM<sup>®</sup> ?

- EANCOM<sup>®</sup> is a GS1 EDI standard, being a subset of UN/EDIFACT, which comprises a set of internationally agreed standards, directories and guidelines for the electronic interchange of data
- **EANCOM<sup>®</sup> provides the message elements relevant for GS1 users (Subset)**
- EANCOM<sup>®</sup> incorporates GS1 standards of physical identification of trade items, logistics units and trading partners integrating the physical flow of goods with information sent electronically

### What is GS1 XML?

- The XML technology has been primarily designed for information exchange over the internet
- Within GS1 eCom set of standards, XML is used for electronic exchange of business messages
- GS1 provides a set of XML schemas that describe the structure and content of business document

### Why GS1 XML if EANCOM<sup>®</sup> was already there?



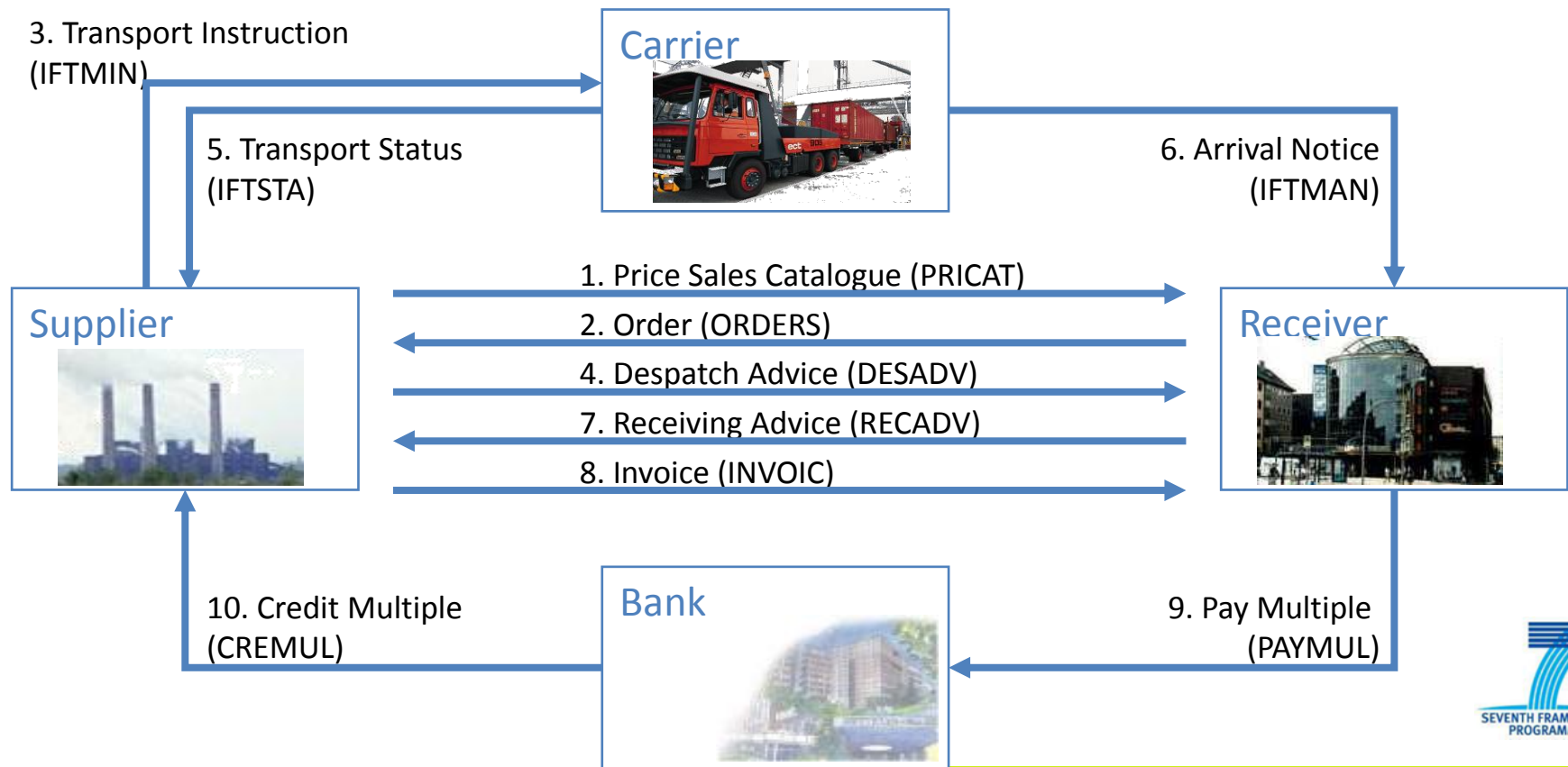
- EANCOM<sup>®</sup> was the first eCom standard developed by GS1 and existed before the new possibilities of the internet emerged – it is exchanged using the dedicated networks (VAN)
- EANCOM<sup>®</sup> is implemented mainly by large companies that represent a relatively small percentage of all existing businesses
- Therefore the market needed additional ways of electronic communication using the internet, easily accessible for smaller enterprises
- Today, GS1 maintains EANCOM<sup>®</sup> as well as GS1 XML

The eCom business messages can be divided into the following categories:



- **Master Data** Alignment
  - e.g. Party Information and Product Information messages
- Business **transaction** messages
  - e.g. order messages, delivery process messages, financial messages
- **General** messages
  - e.g. Receipt Acknowledgement (XML), Report and Planning (EANCOM), etc.
- **Security** messages
  - e.g. Digital signature

# The electronic Loop with EANCOM®







## GS1 eCom standards are ...

- Proven in Practice
- Standardised
- Used globally
- Free of Charge
- Connectable with all IT-Systems
- Recognised by Tax Authorities (eInvoicing)



further information: [www.gs1.org](http://www.gs1.org)

Roman Strand  
GS1 Technologies  
GS1 Germany GmbH, Cologne

Tel.: +49 (0) 221 94714-246  
e-mail: [strand@gs1-germany.de](mailto:strand@gs1-germany.de)

