



GDSN User Group and GDSN BRG:

Over the next few months GDSN, Inc. will launch a new User Group. The User Group is being established to provide a global perspective into the business needs of the GDSN. GDSN would like to open the community to a wider audience in order to provide insight into regional and target market business needs. The User Group will provide that insight.

It is also important to note that the GDSN Task Group is not disbanding, but rather it is evolving into the GDSN BRG within the Standards Organization to continue to support the standards development global community. So what does this mean for the GDSN Task Group, the new User Group and how will they work together?

From a management structure perspective, the groups will be collaboratively managed as follows:

GS1 GSMP/

Standards Group

Arjen Maarleveld, COO
Mark d'Agostino
Cameron Green, Project Mgr.
Aurelie Virgili, Project Mgr.

GDSN Inc.

Sally Herbert, President
Ben Steinberg
Alan Hyler, Program Mgr.

The new GDSN User Group will take over the responsibility of collecting the business needs for complex change requests (e.g. Price Sync, Item Authorization, Flex Fields) targeted for the GDSN. When complex business needs are introduced, the User Group will form a Project Team to analyze the business needs further. The team will be made up of retailer and manufacturer, and MO Subject Matter Experts (SMEs) that will work closely with Alan Hyler the GDSN Program Manager to document the business need.

In defining the Business Need the Project Team will develop a project timeline and complete the Business Case Document (BCD). The purpose of the BCD is to provide a clear and realistic business justification. It will identify and analyze business problems through Pareto analysis, develop a priority of problems to be addressed and determine the likelihood of successful standardization by analyzing the business environment in different geographies.

Another important outcome of the business needs process is the identification of executive level sponsors, trading partners who are committed to pilot, implement and provide subject matter expert resources to participate in the detailed standards development. Pilot execution requires a minimum of two Data Pools and six Trading Partners (2 Retailers and 4 Manufacturers).

Once the business need has been analyzed it will be prioritized with respect to other complex business needs and scheduled appropriately into an upcoming GDSN release. Once a business need has been scheduled for a release, Alan will coordinate with Cameron Green or Aurelie Virgili, the Standards Organization Project Managers to incorporate GDSN business needs into the Standards Organization Work Plan. In



addition to User and Data Pool Resource and Implementation commitments, GS1 Development resources must be available and assigned to the project. This infers that at some point, based on the overall GDSN Development Release Plan, the Standards Organization Work Plan will be closed to new business needs until the next GDSN release cycle begins or unless a reprioritization occurs. The GDSN Release Plan will contain 2 types of needs/requirements: operational requirements (not requiring standards work); and standards requirements.

After a new business need is entered into the Work Plan, Cameron will work with the GSMP GDSN BRG to form a Work Group. If the business need requires a set of attributes or code list values, Aurelie will work with the GSMP Align BRG and form a Work Group under that standards body. The Work Group will be comprised of the necessary expertise gathered from all the GSMP Brig's and could include resources from Align, eComm, GDSN as well as SMEs from the GDSN Project Team. The Work Group will be heavily supported by the Standards Organization technical staff. The newly formed Work Group will be responsible for developing the detailed business, technical and standards requirements and documenting these requirements into the BRAD, BSD and the TSD. The Work Group will also be responsible, in conjunction with GS1 staff, for managing the project timeline for the development of the standards and approving deliverables of the standards development effort. The live pilot will be co-managed across both teams (GDSN and Standards Development) and will ensure that the supporting business need technology and standards have been designed in a manner that can be implemented by the user community into the GDSN. The Work Group will take the results of the pilot and update the BRAD, BSD and TSD as necessary prior to the final eballot vote.

When the Work Group approves the final documentation the project is handed back over to GDSN, Inc. for deployment into the GDSN. Deployment preparation includes coordination with the Global Registry (GR), Data Pools (DP) and the Certifying Agent. The GR and the DP will develop and test their GDSN applications to include functionality in support of the new business requirements from the completed pilot (and/or GDSN Roadmap).

It is important to note that if the standards requirements, the pilot and the supporting documentation are not completed in accordance with the GDSN Release Plan schedule, the business need may be rescheduled for deployment into a subsequent GDSN release cycle, based on future prioritizations.

While the GR and GDSN are developing and testing new functionality the Certifying Agent will be developing a certification test to support the next GDSN release. Based on the GDSN Release Plan development must be completed in time to meet the certification schedule. Once certification is complete those DP's who have passed certification will be allowed to participate in the new release of the GDSN production environment.

As a valued user participant, the general guideline will be that business-focused subject matter experts will participate in the GDSN User's Group while more technically-focused subject matter experts will contribute in the GDSN BRG. Many individuals will choose to



work on the standard from needs definition through release of the standard and deployment into the GDSN.

We hope that this document provides insight into the realignment of the GDSN Users Group and the GDSN and Align BRGs. We look forward to your continued involvement and support as we drive the business needs of the GDSN.

Regards,

A handwritten signature in black ink that reads "Sally A. Herbert".

Sally A. Herbert
President
GS1 GDSN, Inc.