DIY, Garden & Pet

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GDM – How it all started

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GDM – The original Onion

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GDM – What it became…

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GDM – What it became…

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GDM – What is now missing?

B2C – eCommerce

Food
Near Food
DIY
Garden
Pet
Healthcare
Apparel

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Input from the DIY sector

- **Lack of standards** for home improvement → e.g. Item dimensions
- More Product Categories than in FMCG → **more differentiated**
- Ability to **drive eCommerce** business → B2C / eCommerce attributes not globally aligned
- Need to **increase interoperability** across countries, service providers and business partners
- Current situation has **productivity impacts** on internal resources
- **Language barrier** → existing standard too focused on FMCG

Clear business need to harmonise and simplify master data attributes for B2B and B2C/eCommerce!

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Two-track approach

Potential adjustments GSMP process for Master Data

- Update Attribute definitions and examples
- Recommend to adjust GSMP process to accommodate B2C and eCommerce attributes
- Make GDM truly technology agnostic
- Add attributes to GDD through “Attribute Definitions for Business (ADB) light” process (GMD-SMG)

DIY, Garden & Pet

- Set the scope of the sector
- Work with available Data models: Benelux and Germany
- Harmonise B2B layers from Benelux, Germany with the Global Data Model and standardised attributes
- Use Benelux model “as is” for eCommerce attributes (Based on GPC Bricks)

Both tracks are complementary – Ensure speed – Focus on business needs

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GPC product group/brick linked to B2C commercial attributes

Level	Example
Segment	Building products
Family	Building products
Class	Painting
GPC brick	Household paints (GPC: 10003874)
Commercial attributes	I.e. colour, indoor/outdoor use, drying time

GTIN 1

GTIN 2

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Examples

Household (wall) paints GS1 GPC 10003874, 27 commercial attributes 16 mandatory, 11 optional	Lawn Mowers/Rakers (Powered) GPC 10003353, 75 commercial attributes 14 mandatory, 61 optional
Colour	Colour
Indoor/outdoor use	Power rating
Drying time	Collector volume (waste)
Coverage per litre	Length of power cord/cable
Finish type (i.e. gloss)	Mowing width

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Joint roadmap to add DIY, Garden & Pet

Step 1:
Scoping
- Defining the scope
- Commitment statement
- Planning the work
- Introduction session

Step 2:
B2B attributes
- Harmonising current DIY B2B models and GDM
- Describing ADB for new attributes

Step 3:
B2C attributes
- Setting the scene → how does it work
- High level setup → how to implement
- Socialising B2C work (homework)
- Feedback workshop

Step 4:
Pilot
- Focus on some DIY categories
- Pilot outside of Benelux
- Discuss results
- Use results to promote the work

Step 5:
Standardisation
- Submit DIY, Garden & Pet model to GSMP
- Open maintenance group Benelux to region
- Start maintenance process on regional level

23/05/2022

02/06/2022 followed by 7 – 8 weekly meetings

Intro session beginning July (tba)

September (voluntary pilots)

18/10/2022

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Next steps

Connect with the programme

- Connect local MO
- Connect with GS1 in Europe
- Prepare internally
  - What is out there
  - Which colleagues?

Join the sessions

- Project charter is setup
- Detailed programme will be shared
- Participate: first session Monday 23 June (virtual)
- Come to the GS1 in Europe Regional Forum (17 -20 October 2022)

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Meet me in the Chat Room!