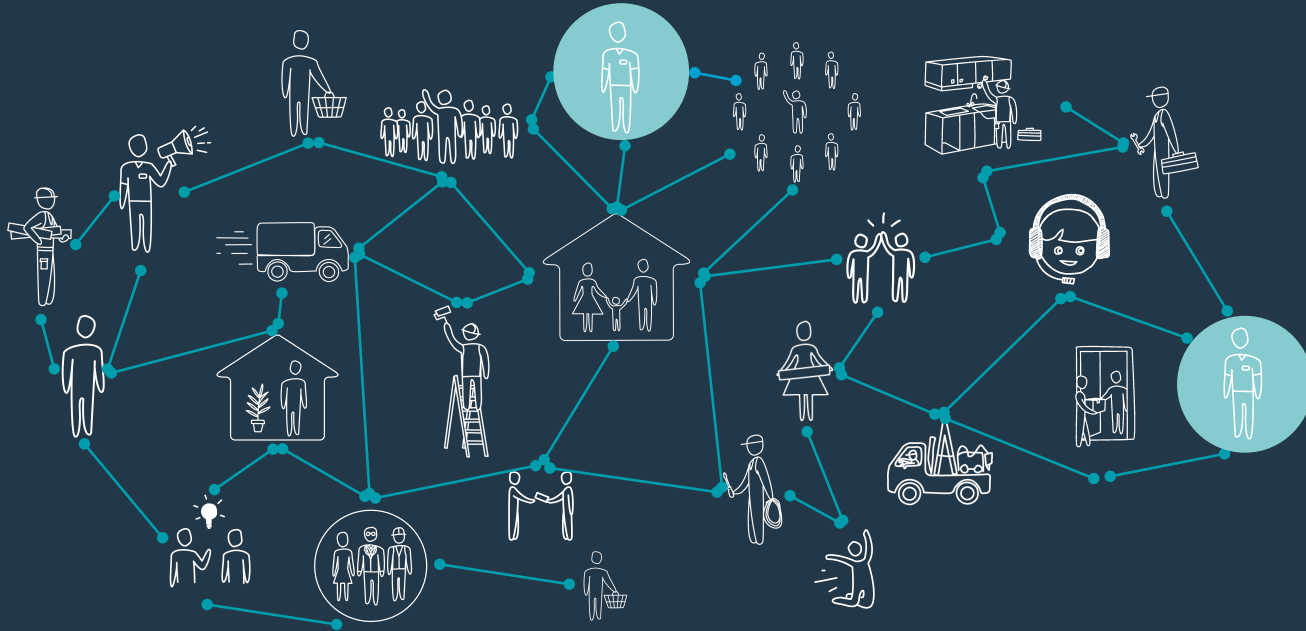
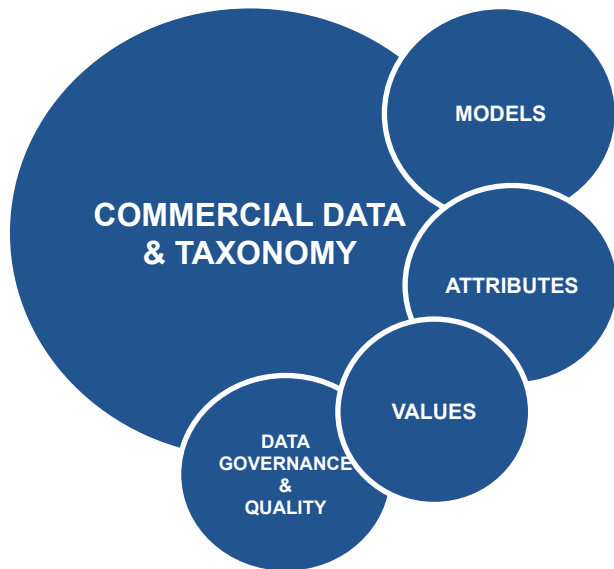




# MASTER DATA

## TO SERVE ALL - NECESSARY FOR INTERNAL AND EXTERNAL PARTNERS





## PRODUCT COMMERCIAL DATA

> Each product is defined by **MODEL**, collection of **ATTRIBUTES** providing specific information about product characteristics and **VALUES** further enriching product information (used in ATT's, LOV).

To agree on common data definitions for a shared understanding of data, as well as to help prevent data errors and misuse, **Data Governance** and **Quality** is essential

### STATISTICS:

1. MODEL - 3.6k ; ATTRIBUTES - 10k ; VALUES - 60k
2. MODEL / ATTRIBUTE - avg no. 72 / mandatory 20
3. PRODUCT - 119k (LMPL)
4. DATA QUALITY - 1k (Business Rules)

# 02 DATA GOVERNANCE / QUALITY - **PILLARS**

## DATA & GOVERNANCE STRUCTURE

**Common language**  
around data

**Defined and classified**  
data for a shared  
understanding, usage

**Ownership** of  
different petals, types  
of data

**Data coherence**  
ensured for all data by  
Data Steward and Data  
Owners.

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## DATA POLICIES, BUSINESS RULES AND PROCESSES

Developpement of  
**rules** related to its  
**processes**, actions

**Control** mechanisms

Data quality **strategy**  
implementation

Define processes,  
**responsibilities** and  
escalation path.

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## DATA MEASUREMENT AND MONITORING

**Statistics** and  
Analysis

**Tracking** of  
progress

Continuous  
**improvement**

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## DATA TECHNOLOGY

Technological **tools**  
to improve data

Fully automated  
and integrated  
**controls**

Artificial  
**intelligence**

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- Manual way of collection or providing data
- Not sufficient understanding of data necessity and data specification
- Why this particular data is necessary and how it is used
- Providing data by supplier multiple times and in various data formats / standards
- Big effort and slow response time if data need is changing
- Increasing Time To Market
- Increasing costs related to bad quality or lack of essential data
- Need for quality projects, to verify and correct data
- Inability to automate processes, data streams
- Not consistent and standardised data for DIY



## WHY

- Growing number of data with many variations (country, language specifics), difficult to maintain and standardise
- To respond to changing data needs as well as struggle to provide consistent, good quality master data
- To have a framework for data exchange and future developments



## FOR WHOM

- Users, systems, leveraging Master Data
- Suppliers, for easier data exchange, providing only necessary master data once
- Customers, who often don't have sufficient, common data to compare / analyse and make data driven decisions



## SOLUTION

- Consistent and standardised data for DIY - GS1 GDM
- Support of the effort by broad coalition - retailers, suppliers, customers



# THANK YOU!

LET'S MAKE **DIY GS1 STANDARD** TOGETHER

