Visibility Provides Security

Beating the problem of Fraudulent Certificates
GS1 in a nutshell

- We are not-for-profit organization
- We are neutral from business partners
- We are user-driven and governed
- We serve all companies, from multinationals to SMEs
- We are a platform for collaborative agreements between business partners
- We believe that our people – employees and associates – are our most important asset

GS1 is the most widely used supply chain standards system in the world
108 Member Organisations.
153 Countries served.
Local services, global reach.
GS1’s Brand Architecture

The global language of business

OVERALL BENEFIT: Improving efficiency & visibility in supply and demand chains

GS1 SOLUTIONS & SERVICES USING GS1 STANDARDS
Solutions: POS / Inventory Management / Asset Management / Collaborative Planning / Traceability
Services: Global (GSMP, GEPIR, Global Registry, Training and Accreditation) & Local (e.g. Certification, Implementation, Training)

GS1 System - Integrated system of standards

GS1 BarCodes
Global standards for automatic identification
Rapid and accurate, item, asset or location identification

GS1 eCom
Global standards for electronic business messaging
Rapid, efficient & accurate business data exchange

GS1 GDSN
The environment for global data synchronisation
Standardised, reliable data for effective business transactions

GS1 EPCglobal
Global standards for RFID-based identification
More accurate, immediate and cost-effective visibility of information

GS1 Identification Keys (e.g. GTIN, GLN, SSCC, GRAI, GIAI, GSRN, EPC) & Attribute Data (e.g. Best Before Date)
Vision: An Interconnected World

- Manufacturer
  - Product Visibility

- Logistics
  - Track and Trace/
    Anti-Counterfeiting

- Retailer
  - Targeted
    Marketing

- Consumer
  - Enhanced Consumer
    Experience

- Enterprise
- Business Applications

EPCglobal Network

Trillions of Products
Networked Together

Source: VeriSign
Its all about visibility

What is visibility?

• “Seeing” objects across a supply chain
  – What, where, when and why

• Sharing information
  – Across an enterprise, between trading partners, across the world
  – Sharing information based on GS1 identification keys

GS1 EPCglobal Standards enable

• Data capture – what, where, when
• Adding value to data – why
• Sharing information securely – known and unknown trading partners
Business Use Cases for Visibility

Inventory Visibility
- Product Visibility
- Asset Visibility
- Recalls

Brand Protection
- Counterfeit
- Diversion, Gray Market
- Channel Management

Chain of Custody
- Track and Trace
- Electronic Pedigree

Visibility enables traceability of products

Visibility enables traceability and authentication of products

Visibility supplies the custody information for creating authenticated chain of custody
A new context for transport, logistics and customs

The use of information technologies in business practices have revolutionised the way customs and logistics are organised and conducted. GS1 standards play a key role.

Logistics of the past: A passive, cost-absorbing function
Logistics now: A highly strategic factor, capable of providing a unique competitive advantage
GS1’s Actions in Response

• Memorandum of Understanding between GS1 and WCO to provide a framework for further collaboration

• GS1 UCR Pilot Projects, joint Customs and Trade initiatives to address supply chain security and trade facilitation

• EPC TLS Pilot projects to demonstrate global product and asset visibility utilizing EPCIS

• A number of GS1 MO’s (including US, Germany, Netherlands, India…) are already actively working with their national Customs administrations, in international forums, at WCO …

• Global Shipment Identification Number (GSIN), the GS1 ID Key created specifically to meet requirements of the WCO for the unique identification of shipments

• Roadmaps to engage with the Customs Sector
SSCC/UCR Pilot Project, Phase 1

From Hardy's Australia to Constellation UK

From Diageo Scotland to Diageo Australia
Phase 1 Findings

The GS1 SSCC can be used as a UCR number for Customs purposes.

In fact, using the GS1 SSCC would provide companies with enhanced traceability in international supply chains.

Exporters, carriers, customs agencies, importers would benefit from:

• predictability of information
• enhanced security
• reduced compliance costs

“Our pilot test with GS1 demonstrated that their Serial Shipping Container Code can be used as a UCR to provide Customs Administrations and other stakeholders with the key data they require through the international supply chain.”

Michel Danet
Secretary General, WCO

Speaking at GS1 Global Forum
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