



TrueSource Publishing via GDSN

TrueSource Premium lets you enter, store and maintain all your product information in a single location using the latest global industry standards.

Using data pool functionality you can then easily share this information with the trading partners you work with in the formats they require.

TrueSource Premium is industry standards compliant and is operated by GS1 UK, a member-owned association, on behalf of its members.



The value of accurate product information

Up to £21 billion, or 3.5 per cent of total sales, is lost each year due to supply chain inefficiencies. 30 per cent of the product information residing in retail catalogues is incorrect. These errors cause many problems; inefficient transportation, mismatched invoices, lack of in-store shelf availability and many more.

On average, errors cost an organisation £40 to £60 each to rectify and take 25 minutes to be manually corrected, per stock keeping unit, per year.

However, by ensuring the same, accurate product information is used by you and your trading partners, product information administrative costs can be reduced by at least 40 per cent. This adds significant value for all organisations in today's increasingly competitive environment.



Data Pool Functionality

TrueSource Premium ensures that all trading partners can access the same, accurate product information. It provides a GDSN-certified data pool, enabling trading partners, such as suppliers, retailers and foodservice operators, to share product information with each other using globally accepted standard data and messages.

TrueSource Premium is continually being developed to meet the requirements of industry and is operated by GS1 UK, for the benefit of its members.



What is a data pool?

A data pool is simply an electronic catalogue of standardised product information that manages the movement of this information between trading partners.

A GDSN-certified data pool adheres to the latest GS1 global standards and communicates with other GDSN-certified data pools in a defined manner. This guarantees the performance, reliability and security of the entire network and all the product information stored in the network.

Using a GDSN-certified data pool means a supplier enters its product information once only, allowing all its chosen trading partners to access accurate, consistent and secure information, ensuring greater supply chain efficiencies for all.

The only way to ensure accurate product information in the supply chain

TrueSource Premium ensures accurate product information in the supply chain through a simple five-step process.

- 1 Input:**
TrueSource Premium lets you enter your product information quickly and simply through a user-friendly interface.
- 2 Validate:**
This information is then validated using an automated product data quality assurance service that checks data using GDSN rules.
- 3 Store:**
TrueSource Premium provides a single, secure environment where all your product information is stored and strictly protected.
- 4 Share:**
Once successfully validated, your product information can be shared with the trading partners of your choice. GDS allows you to share your product information automatically with other data pools used by your trading partners, such as 1SYNC.
- 5 Maintain:**
When you update your product information, for example, when the product's ingredients or packaging changes, TrueSource Premium easily ensures your trading partners receive the same, updated information. This means you are never working with different, out-dated and inaccurate product information.

In simple terms, TrueSource Premium lets you easily use the method required by your trading partner, minimising the time you have to spend preparing your product information and maximising the number of trading partners you can share this information.



"By improving the consistency of our data used in supply chains, we will be able to increase the accuracy of our orders and invoicing, thus saving administrative time, eliminating errors and helping us to improve our relationships with customers."

Parminder Basran,
The Authentic Food Company

Global Data Synchronisation: Ensuring greater supply chain efficiencies for all

Global Data Synchronisation (GDS) enables product information from one trading partner, such as a supplier, to be made available to any other chosen trading partner, such as a retailer, using a standardised process. The information is defined using agreed standards which all parties can understand and can include, for example, product description, price, size, pack, name, address and the quantity of items in a purchase order.

Trading partners exchange this information through the Global Data Synchronisation Network (GDSN) via a data pool, such as TrueSource Premium.

GDS is used today by thousands of trading partners worldwide who are already enjoying its benefits. To learn more about GDS and its benefits please visit www.gs1uk.org/gds

"TrueSource is critical to our supply chain strategy. It will ensure that changes made by our UK suppliers are automatically replicated within our own systems, improving catalogue maintenance, order management and fulfilment, and ultimately speeding up the time it takes to bring goods to market."

Philip Steedman,
E-commerce Manager, Makro

Product Data Quality

TrueSource is a comprehensive and automated solution to the problem of flawed product information. Your product information is validated using industry standard GDSN rules and

UK industry agreed code lists and values. This ensures the product information you share with your trading partners is accurate, ensuring greater supply chain efficiencies for all.

"Bar codes have transformed the way we do business; GDS is now set to do the same."

Richard Brasher,
Commercial & Trading Director,
Tesco plc

"We began by looking at how we can revolutionise our data quality by the most effective means possible. GS1's globally accepted data standards and the GDS network mean that we and our suppliers are using the same data. GS1 UK has given us the paradigm shift in data quality that we are looking for."

Mike Coupe, Trading Director,
Sainsbury's



Helping suppliers every step of the way

GS1 UK helps you to gain maximum benefit from TrueSource Premium by ensuring your product information is entered efficiently, allowing you to share your information with your trading partners as quickly as possible.

An expert support team provides help every step of the way, ensuring you maximise your investment in TrueSource Premium and successfully share product information with your trading partners



"Improving the quality and consistency of product data in the supply chain is essential to us and to our customers. GDS ensures we all have access to correct and complete data, saving everyone significant time and money through the avoidance of errors."

Eric Kirby, E-commerce Manager,
Unilever UK Ltd

About GS1 UK

Our mission is to make it **faster, cheaper** and **safer** for our members to serve their customers. This is achieved by the industry wide adoption of global GS1 standards and locally delivered services.

Life is simpler when we all have the same information. GS1 UK licenses unique numbers to identify everything from products to patients to enable increased efficiency. These numbers are used to automate the flow of goods and information and are integrated into one or more GS1 UK Solutions to increase supply chain efficiency.

For more information

For more information about the GS1 UK Data Pool please visit www.ukdatapool.co.uk, email helpdesk@ukdatapool.co.uk or call the GS1 UK Data Pool Helpdesk on **0870 850 5788**.





Staple Court, 11 Staple Inn Buildings,
London WC1V 7QH
T +44 (0)20 7092 3500
F +44 (0)20 7681 2290
E info@gs1uk.org
Service Team (Freefone) 0808 178 8799

www.gs1uk.org

The GS1 UK Data Pool
T +44 (0)870 850 5788
E helpdesk@ukdatapool.co.uk
www.ukdatapool.co.uk