



The Global Language of Business

Digital DNA Industry Charter

Creating an industry solution to transform product data management

The UK retail industry is in many ways a world leader in innovation and execution. But we are behind the curve in responding to the need for accurate product and supply chain data.

It is estimated that poor quality data costs the UK grocery industry over £200m, and holds back innovation that is crucial in today's world, where consumers are demanding more information than ever before when choosing what to buy.

Working with major UK grocery retailers and brands, the GS1 UK Retail Grocery Advisory Board is committed to addressing the problem, and has sponsored and co-funded the Digital DNA programme to deliver data quality improvement. The Board has researched solutions already in use in other markets and agreed proposals for a UK industry-owned and governed product data management solution.

Also sponsored by the Retail Grocery Advisory Board, the Early Movers Group has taken their recommendations and developed the Digital DNA Industry Charter.

The Industry Charter

We, the companies listed here, have worked together in developing a proposal for a standardised approach to deliver high quality product data for the benefit of the UK grocery industry.



We are committed to working together and with our trading partners to create a product data management service. Developed at the request of the industry, this service will provide a framework for exchanging high quality product data between suppliers and retailers – built on the foundation of an industry-managed GS1 product data model.

This service will uniquely offer business-to-business and business-to-consumer data exchange through a single service, available to companies of all sizes. The service will simplify the industry's ability to share data, and by capitalising on best in-class technology it will provide the basis for further innovation and ongoing efficiencies.



The key principles underpinning our quality product data proposition

1. **Owned and managed by the industry**, through an industry governance group and industry agreed funding model. The primary mission of the service is not to yield commercial returns to shareholders
2. **Harmonised standards-based data model**, developed and governed by the industry to GS1 standards, and engineered to deliver consistency and be easily adaptable to future legislative requirements
3. **Royalty free access to brand intellectual property**. The governance group will develop access and usage rights for the industry and other potential consumers of the data
4. **Reliable quality**. Product data served by the catalogue will be independently quality assessed and so it can be relied on to be accurate
5. **No vendor lock in**. Catalogue and physical checks will be contracted out to ensure no monopoly position for any vendors. The service will be developed so it can swap in the best price/performance technology and support fastest time to market
6. **Flexible data sources**. The service will support multiple options for importing data into the catalogue, including the Global Data Synchronisation Network (GDSN), master data management providers and keyed entry
7. **Operational efficiency**. Fewer supplier samples will be required as a single, unified physical data service will reduce the need for multiple reference products to be sent to multiple retailers
8. **Multiple sectors**. The service will benefit food and non-food sectors, supporting industry growth and the customer shopping experience – online and in-store

Development process and wider industry engagement

Members of the Early Movers Group and many SMEs are collaborating with selected technology providers on an end-to-end pilot programme in summer 2017.

The Digital DNA service will enter operational use later in 2017, ahead of a full industry in early 2018.

For more information on Digital DNA visit www.gs1uk.org/digitaldna