GS1 HK Data Pool
— The essential foundation for global trade data accuracy

GS1 HK 數據池 — 全球準確貿易數據的基石
Global Data Synchronization (GDS) is a global, Internet-based initiative defined by the Global Commerce Initiative. It is a staged process to ensure the compatibility of data between trading partners. It provides a framework for companies to continuously harmonize data attribute values on systems used by various trading partners. As a result, data attributes and values will be the same in all corresponding systems.

This global effort can be achieved by standardizing the master data of item and party information stored by one trading party, and matching it against the corresponding data in the systems of another party. Companies can then establish and maintain consistent, accurate information throughout the communication process, adding value and improving operational efficiency for manufacturers, distributors and retailers along the supply chain.

In order to enable trading partners in different locations to exchange accurate, up-to-date master data in compliance with the GS1 standards, GS1 has launched the Global Data Synchronization Network (GDSN). GDSN comprises two key elements:

- **The GS1 Global Registry™** — a single electronic directory for registration of unique catalogue items and parties, where all master data is GDSN standard-compliant. It also allows companies to locate source (manufacturer) or recipient (retailer) data pools to conduct data standardization and synchronization on a real-time basis, thereby helping trading partners to manage information and improve collaboration.

- **The Certified Data Pools** — interoperable repositories of data around the world within the GDSN where trading partners can obtain, maintain and exchange product data in the standardized format. Changes in product data can be flagged immediately and all trading partners involved will be notified.

**The GS1 HK Data Pool**

GDSN is the global network that connects different data pools to the GS1 Global Registry™, which is a global data directory operated by GS1 since 1994. The GS1 HK Data Pool serves as both the GDSN source and recipient data pool in Hong Kong providing a certified platform that interoperates with the GS1 Global Registry™ and all other data pools in the network.

Through this connection, trading partners are able to exchange accurate and up-to-date product information compliant with the GDSN standards, thus reducing out-of-stock situations, increasing speed-to-shelf capabilities and cutting logistics costs.

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**What is Global Data Synchronization? 何謂「全球數據同步」?**

「全球數據同步」，是由全球商業部門合力推動的全球性行動，以期連繋為基礎，務求各貿易夥伴的數據能達至彼此兼容。此一努力主要提供一套機制，鼓勵供應鏈夥伴之間的系統能持續地進行統一校正貿易數據，從而確保各方系統的數據內容與格式一致。

要實現全球數據同步，便需要各個貿易夥伴以標準格式記錄產品、交易等資料，以便配合其合作夥伴系統內的數據。因此，當貿易夥伴與其生產商、分銷商或零售商等在溝通的過程中，建立及使用共通一致的資料時，便能提升整個供應鏈的運營效率。

在不同地區的貿易夥伴能夠交換最新、最準確的數據，並符合GS1標準，GS1推出了「Global Data Synchronization Network」（GDSN）。「全球數據同步網絡」由兩個主要部分組成：

- **GS1全球註冊資料庫** — 此乃是一個電子化的資料庫，為個別產品及貿易夥伴的資料進行登記，所有數據均符合GDSN標準。企業可確定來源資料池（生產商）或接收資料池（零售商）的位置，在進行實時數據標準化與同步化，從而有效地管理資料及提升貿易夥伴的關係。

- **認證數據池** — 此乃分佈世界各地的互聯數據庫，於全球數據同步網絡中連結在一起，貿易夥伴可以標準數據格式及電子方式存取、整理及交換產品或公司資料。如需更改產品數據時，數據池便會作出即時記錄及通知各參與貿易夥伴。

**GS1 HK 數據池**

全球數據網絡的主要服務地點為香港的數據庫，連接至GS1全球註冊資料庫。自1994年，GS1已專責管理該全球註冊資料庫。GS1 HK數據池承承衹全球數據同步網絡中位於香港的來源及接收數據池的角色，連接GS1全球註冊資料庫及網絡中其它數據池。

透過此平台，貿易夥伴便可以校對產品資料、最準確且最新，並符合GDSN標準格式的產品資料，有效減少缺貨現象，加快新貨上架的時間，以及節省物流等方面的開支。
Global Data Synchronization Network 全球數據同步網絡 (GDSN)

Understanding the Benefits

By continuously synchronizing / harmonizing the master data between an organization and its trading partners’ systems, GDS offers benefits including:

- **Increased speed to market** — new product information can be received and disseminated quickly, accelerating the product introduction cycle
- **Enhanced productivity and improved information flow** — automatic transfer of information reduces time and expenses required for data entry, communication and other administrative tasks
- **Reduced out-of-stock occurrences** — enhanced communication can facilitate collaborative planning, forecasting and replenishment, as well as reduce PO errors and other receiving issues
- **Reduced warehousing and distribution costs** — accurate product information can improve product movement and handling operations, and fleet utilization can be coordinated better and in a more timely manner.
- **Improved in-store shelf and scanning capabilities** — synchronized data between supplier and retailer helps to avoid shelf information discrepancies and scan errors
- **Reduced inventory** — over- and/or under-ordering situations can be eliminated through improved product information accuracy
- **Instigate savings in error reconciliation** — substantial savings in cost and time can be achieved when the number of invoice and PO discrepancies is minimized
- **Reduced customer service management effort** — enhanced data integrity in the information flow of customer orders can reduce manpower, time and costs for service management

「全球數據同步」的效益

隨著貿易夥伴間的系統持續地不斷進行更新、自動調整數據，全球數據同步的帶來了多方面的效益，包括：

- **加快新貨推出市場** — 零售商能迅速地接收及傳遞產品資料，不但縮短訂貨時間，亦可加快新貨推出市場的週期。
- **提升生產力及資料傳輸** — 以自動化方式傳遞資料，可有效節省數據輸入、通訊或其他行政工作的時間及費用。
- **減少缺貨情況** — 提升通訊能力，有助企業作出協作式策略、預測及補貨情況，以及減少訂單及交收錯誤等問題出現。
- **降低倉存及運輸成本** — 準確的產品資料，有助提升貨物流通及操作過程，運輸、倉儲等安排亦得以改善。
- **提升產品資料準確性及資料溝通能力** — 供應商與零售商之間的產品資料同步一致，可避免資料上的資料錯誤，或釐清資料時出現誤差。
- **減少存貨** — 提升產品資料準確度能改善過量積存貨品或過少存貨的情況出現。
- **減少在線系統上所需的時間和金額** — 由於發票與訂單出現差錯的情況減少，大大節省時間與金錢。
- **簡化客戶服務管理的資料** — 有效提升客戶訂單數據的完整性，可減省用於客戶服務的人手、時間及金錢。
How to Implement GDS?
如何執行全球數據同步？

GDS is gaining momentum globally with an increasing number of supply chain partners synchronizing their product information on GDS compliant data pools. GS1 is instrumental in offering two different Product Information Management (PIM) solutions to enterprises of all sizes. The In-house PIM, which necessitates the integration with internal back-end systems, meets the needs of large corporations who have bulk data transactions and sufficient IT support. The Web-hosted PIM, which conducts data synchronization via a web-browser over the Internet, is an ideal data tool for small and medium-sized companies.

Getting Started
開始

**STEP 1 第一步**
- Obtain your GS1 Company Prefix to generate the Global Trade Item Number (GTIN) and Global Location Number (GLN)*
- Enroll for the GS1 HK Data Pool Services
- Determine the GLN for identifying your company within the GDSN Network

**STEP 2 第二步**
- Attend training programs to learn about the basics of GDS
- Perform Internal Product Catalog Mapping that conforms to GDSN Standard requirements*
- Execute data cleansing and verify / validate data content to avoid data inconsistencies*
- Implement Product Information Management (PIM) solution which integrates with in-house product data

Preparation
籌備

越來越多年供應鏈夥伴，都開始認識到全球數據同步的重要性，並開始將其產品數據上載至認可的數據池。GS1亦為不同大小企業提供兩種產品資訊管理(Product Information Management)解決方案。內部產品資訊管理方案(In-house PIM)，主要整合公司内部應用系統，適合需要處理大量交易數據，並設有內部應用科技支援的大規模企業使用。至於網上產品資訊管理方案(web-hosted PIM)，則利用瀏覽器在互聯網上進行數據同步，是中小型企業適合的數據工具。
**STEP 3 第三步**

- Load your master data to the GS1 HK Data Pool
- Publish the data to your trading partners via the GS1 HK Data Pool
- Receive data from your trading partners via the GS1 HK Data Pool

**STEP 4 第四步**

- Synchronize and maintain your data with your trading partners, including changes in existing items, new items, and organizational information and subscription maintenance.
- 不斷與貿易夥伴進行資訊交換及數據同步，包括定期更新現有及新增產品資料、公司資料及交易產品查詢等

Communicate 溝通

Ongoing Data Management 持續進行數據管理

* To obtain GS1 Company Prefix, please visit our website www.gs1hk.org/en/fullmembership.html for an application form.
# GS1 Hong Kong renders professional services to facilitate your implementation process.

* 如欲申請GS1公司字首，請瀏覽網址 www.gs1hk.org/en/fullmembership.html 索取申請表格。
# 香港貨品編碼協會提供專業服務，協助閣下執行全球數據同步。
GS1 Hong Kong has the industry expertise in providing global standards and enabling technologies for supply chain management. Our professional services will help enterprises plan and implement a winning strategy for data synchronization. The service package provides the necessary core solutions for data synchronization, including:

**Fast and Easy Start-up**

As the local body for global standards in supply chain management, GS1 Hong Kong offers a range of solutions for companies to kick-start their data synchronization initiative easily and quickly with their trading partners. We also provide the strategies and know-how necessary for GDS planning and implementation, including GDS data pool and Product Information Management (PIM) solutions.

**Product Catalog Data Mapping**

GS1 Hong Kong provides a technical consultancy service to companies on product catalog data mapping. The service aims to assist companies in developing a data mapping relationship between their internal product catalog data format and the GDSN data schema, which conforms to the GDSN standards.

**Data Cleansing Service**

To ensure that the product database is clean and complies with the Global Data Synchronization Network (GDSN) requirements, GS1 Hong Kong offers data verification and validation services, which help to identify any discrepancies and inconsistencies that may hamper the process of data synchronization among trading partners.

**Customized and On-demand Services**

GS1 Hong Kong’s professional team offers end-to-end supply chain consultancy and implementation solutions beyond data synchronization. A comprehensive suite of tailor-made and on-demand services is designed to help businesses of all sizes and types join the GDS movement and achieve seamless product catalog data synchronization along the global supply chain.
Training and Support

One of the key aspects of a successful implementation is training and support. GS1 Hong Kong offers workshops, training programs, and various tools and resources that assist users in GDS deployment and in mastering the complexity of the extended supply chain. GDS training programs are customized to meet the diverse and specific needs of different companies and equip them with confidence to tap into the power of supply chain management.

Corporate Strength backed by Global Network

As the local body for global standards in supply chain management, GS1 Hong Kong is committed to working with Hong Kong enterprises, helping them to become high-performance businesses in order to embrace global commerce opportunities. With a wealth of consultancy expertise specializing in supply chain management backed by a broad global network of resources of over 100 GS1 member organizations, GS1 Hong Kong can help Hong Kong enterprises overcome implementation challenges, streamline business operations and remain competitive in the global marketplace.

Contact Us

Please contact GS1 Hong Kong for more information about the GS1 HK Data Pool or Global Data Synchronization services.

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About GS1 Hong Kong

GS1 Hong Kong (formerly known as Hong Kong Article Numbering Association), founded in 1989, is a not-for-profit membership-based industry support organization committed to optimizing business efficiency for Hong Kong enterprises through the provision of global supply chain standards and enabling technologies.

GS1 Hong Kong is the ONLY organization authorized to issue and administer GS1 identification numbers in Hong Kong. Its core services include article numbering and bar coding services, B2B e-commerce services, training and education, Electronic Product Code™/Radio Frequency Identification (EPC/RFID) and Global Data Synchronization (GDS). By driving the implementation of these standards, the organization plays a leading role in enhancing demand and supply chain visibility in this part of the world. In Hong Kong, GS1 Hong Kong has nearly 4,500 corporate members representing various industries including the import and export trade, manufacturing, retail, wholesale, professional services and other sectors.

GS1 Hong Kong is the local chapter of GS1, a global not-for-profit organization that develops and manages global supply chain standards. The GS1 community has over one million corporate members around the world.