IN REPLY
REFER TO

MPS   December 4, 2013

NOTICE TO THE TRADE – DeCA NOTICE 14-06

SUBJECT: Implementation of Global Data Synchronization (GDS)

In March 2013, DeCA began implementation of the Global Data Synchronization Network (GDSN®) (i.e. process of synchronizing product data via the GDSN). Currently, DeCA is synchronizing product data with over **400** suppliers. The purpose of adopting GS1 Standards and data synchronization via the GDSN is to improve supply chain efficiencies by providing suppliers a platform to send clean, accurate, and consistent product data. The use of data synchronization has provided many tangible benefits to DeCA and our Industry partners:

- Improved Speed to Shelf
- Cost reductions within the supply chain
- Elimination of hand keying for creation and maintenance of items
- Enabling real time updates for item maintenance
- Elimination of data errors resulting in accurate foundational data
- Increasing the efficiency of the business
- Strengthening the foundation for electronic collaborative commerce

Effective March 31, 2014, data synchronization by means of the Global Data Synchronization Network (GDSN) with DeCA will be mandatory. However, direct store delivery, local/regional, and variable weight items will be exempt from the mandatory participation requirement until sometime in the near future. This mandatory program for suppliers of Grocery, HBC, Nonfoods, Dairy, and Frozen products requires that all product data be transmitted to DeCA through a GDSN Certified Data Pool.

Many companies have already synchronized their data with DeCA. For those companies, please continue to publish new items, item attribute changes, and item deletes through your GDSN certified data pool.

Note: New items must be published to DeCA before presentation to DeCA buyers.

If your company has not synchronized their data with DeCA, please do not delay in responding to this request by completing the steps outlined below.

1. **Companies that are current subscribers to GDSN Certified Data Pools** and have not synchronized their item data with DeCA:
   - Please complete and submit the DeCA Trading Partner Form
   - Visit www.1worldsync.com/deca to view DeCA's Implementation Guide and FAQs

2. **Companies that are NOT currently a member of GDSN** need to join a GDSN Certified Data Pool. For more information on data synchronization:
   - Visit the 1WorldSync, a GDSN-certified data pool at http://www.1sync.org/ or call 866-280-4013.
   - You can also visit GS1US web site http://www.gs1us.org/. The GS1 website has a list of GDSN-certified data pools with contact information, http://www.gs1.org/productssolutions/gdsn/ .

Upon submission of the Trading Partner Form, DeCA will use a combination of Target Market (US) and the supplier's Global Location Number (GLN) to subscribe to your product data.
   - In addition, DeCA will also send you a listing of your items currently active in the DeCA Interactive Business System (DIBS) item catalog for you to publish accordingly. The DeCA GDS process flow will synchronize your GDSN item data with the DeCA's Product Information Manager (PIM) and subsequently, DIBS.
   - Going forward, all item data, to include new items, changes to existing items, and deletions must be published to DeCA via the GDSN.

Additional Details:
   - The current DeCA process for EDI and Vendor Web pricing will not be impacted by the GDSN project. The EDI and Vendor Web pricing process will remain the same.
   - Manufacturer and Broker Representatives must ensure that coordination is undertaken with and between their marketing departments, account managers, and GDS divisions to ensure that once synchronization is established, all subsequent new item introductions are prepared consistent with DeCA's GDS process.
   - The GDS team recognizes that bilateral communication with DeCA's industry partners is vital to the success of all DeCA initiatives. The GDS team will continue to work closely with the American Logistics Association.

If you have questions or suggestions, DeCA's point of contact is Mr. Wayne Webb at (804) 734-8000, extension 48854. For technical assistance, contact Mr. Kavis Garvin, at (804) 734-8000, extension 86054.

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