Innovit GDSN Multi-Connector

SYNDICATING RELIABLE DATA TO TRADING PARTNERS

GDSN (Global Data Synchronization Network) is a network of data pools that provides suppliers and brand manufacturers with a mechanism to exchange item and pricing information with their trading partners using GS1 data standards. Whilst all data pools are expected to support "global" GDSN attributes, each data pool is organized to support the unique local attributes, code lists and validation rules of a geographic market. This means, product data that is "passed" between data pools across regions may become rejected because the recipient's local requirements are not met. As a result, most global suppliers today find themselves publishing to multiple data pools to support different markets. This means they need to manage separately the different local attributes, code lists and validations of their trading partners and publish this data using each market's specific data dictionary.

Innovit's GDSN Multi-Connector overcomes these challenges by allowing suppliers to implement a single "global" system that is fully integrated with internal systems for publishing product data to multiple data pools concurrently. This helps reduce operating costs, improve data consistency, and streamline data governance processes by replacing the multitude of individual "connectors" with a single GDSN solution that validates, converts and publishes to many target markets.

COMMON CHALLENGES

- Fragmentation of GDSN attributes across multiple systems
- Variability of data requirements across different target markets and trading partners
- Lack of full interoperability between data pools to support local requirements
- Inability to keep up with ongoing changes to GDSN standards and attributes
- Individual and siloed connectors for different data pools

INNOVIT GDSN MULTI-CONNECTOR

Innovit's GDSN Multi-Connector is a solution that is certified by the major data pools including 1WorldSync, FSEnet, GHX, TrueSource, DAS and NPC. Suppliers and brand manufacturers automatically get a pre-packaged list of attributes, code lists and validations for publication to their chosen data pools and target markets. Innovit's GDSN Multi-Connector also automates the publication of item and price data in the specific data exchange format and messaging protocol of each data pool. A complete message exchange history is also stored in Innovit's solution to provide organizations with full visibility and traceability of their data syndication history with their trading partners.

CAPABILITY HIGHLIGHTS

Data Import	Import templates for data consolidation
Data Maintenance	Pre-configured GDSN attributes and code lists
	Pre-configured GDSN attribute validation rules
	Centralized item, GTIN hierarchy and price maintenance
	Powerful keyword and parametric search
	Visual item compare and merge

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"Innovit GDSN Multi-Connector delivers reliable item and price data to trading partners across different target markets using GDSN standards."

Data Governance	Global and local GDSN attribute validations
	Worfklow processes for data enrichment and approval
	Granular role-based security
	Audit trail for data and message exchange history
Target Markets	North America (United States)
	Europe (United Kingdom, Germany, France, Netherlands)
	Asia Pacific (Australia, New Zealand)
Datapools	1WorldSync
	DAS
	TrueSource
	GHX
	FSEnet
	NPC (National Product Catalog)

HOSTING

Different hosting options are available through Innovit
for GDSN Multi-Connector customers.

- **Hybrid Cloud:** Shared server but dedicated environment
- **Public Cloud:** Multi-tenanted with shared server and shared environment
- **Private Cloud:** Dedicated server and dedicated environment

BENEFITS

- Syndicate trusted item and price data to trading partners
- Achieve compliance for global and local data requirements
- Enhance data quality and reliability
- Improve trading partner collaboration and supply chain efficiency
- Reduce operational and IT costs

ABOUT INNOVIT

Innovit's globally certified product data management solutions protect revenue streams, reduce supply chain costs, improve online product marketing effectiveness and ensure regulatory compliance. Delivering the fastest time to value for a complete end-to-end solution with preconfigured modules that have out of-the-box data validation, the broadest global coverage for data synchronization, and publication capabilities to support maximum syndication advantage for omni-channel ecommerce. Operating since 2000, Innovit is based in San Francisco CA with offices in London, Sydney and Melbourne and customers such as Johnson & Johnson, Kellogg's, 3M, Colgate Palmolive and B. Braun across diverse industries including healthcare, CPG and automotive aftermarket.

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