



GCI Project Form

Date issued:
07.03.2006

Project Request

Request Title:

GTIN Change Management

Requester:

Members of the GCI Steering Group

e-mail address of requester:**Current Status:**

Based upon the results of a GCI Work Group, GS1 has published a set of globally agreed GTIN allocation rules. The full and correct application of these rules is essential to support the information-based supply chain processes enabled by GDS and EPC/RFID. Although new GTINs are primarily issued for new SKUs, the GS1 GTIN Allocation Rules specify that the GTIN should change for a current SKU when changes are made to the dimensions, flavour, branding etc. outside of agreed parameters. It is foreseen that these rules may become stricter in the future, triggering even more GTIN changes.

Issue:

Manufacturers and retailers are often unable or reluctant to apply the GTIN Allocation Rules correctly, as to do so would materially impact their business.

Reasons:

From discussions with members of the GCI Steering Group and the AIM B2B Group, the following reasons for GTIN change management problems were found to be relevant:

Retailer level:

- The sheer number of workflows triggered by GTIN changes on the manufacturer side represents a substantial workload for retailers, which can exceed available resources. The order of magnitude for retailers is much greater than for manufacturers, as they have to deal with all GTINs in their assortment.
- The difficulty in handling GTIN changes may also stem from the inadequacy of supporting GS1 standards (e.g. missing attributes, messages).
- The retailers' work processes behind their firewalls may not be optimal for handling GTIN changes in a speedy and consistent manner.
- There may also be disruptions of the process at the interface between retailer and manufacturer.

Manufacturer level:

Manufacturers may be reluctant to apply the GTIN Allocation Rules correctly due to:

- Requests for listing or slotting fees and requests for additional administrative fees to process GTIN changes
- Accidental de-listing of products resulting in lost sales
- Shelf out-of-stocks caused by failure of systems and processes to manage a GTIN change.

Business Case: By jointly addressing the GTIN Change Management at a global level, manufacturers and retailers can improve the GDS process and data quality in the supply chain. Consequently, the number of our-of-stocks can be reduced substantially and sales could increase accordingly.	
GCI Secretary	
Approval Approved!	Approved: <input type="checkbox"/> Not Approved: <input type="checkbox"/>
Reason if not approved:	
Project Proposal	
Project Name: GTIN Change Management	
Objectives / Scope: 1. To investigate in more detail the causes of GTIN change management disruptions (e.g. inadequate standards, internal processes, end-to-end processes) 2. To establish a high-level end-to-end view of how the GTIN Change Management Process should work	
Impact / Benefits See above.	
Deliverables: 1. Study to better understand root causes (analysis). 2. A best practice recommendation for GTIN Change Management (on the basis of the GS1 GTIN Allocation Rules)	
Resource Requirements: - Projectmanagement from GCI - External consultancy support for Study.	
Cost Estimation and Funding Proposal:	
Pilot Description:	
Expected Delivery Date:	
Timetable:	
Global Steering Group	
Recommendation to Board: YES!	Recommended: <input type="checkbox"/> Not Recommended: <input type="checkbox"/>
Reason if not recommended:	
Global Executive Board	
Global Executive Board Approval	Approved: <input type="checkbox"/> Not Approved: <input type="checkbox"/>
Reason if not approved:	
Co-Chair Trade:	
Co-Chair Manufacturer:	
Secretary:	
Project Status	

Ongoing: **Finished:** **Delayed:** **Discontinued:**

Reason if delayed or discontinued: