productDNA freemium user guide

Version 1.0 August 2020

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Introduction

1.4 Who is GS1 UK

GS1 UK is a member organisation representing over 42,000 businesses in the UK, primarily in the retail and healthcare sectors. Our mission is to make it easier for businesses to trade with one another – we support this through facilitating industry collaboration and using our globally recognised standards – the best known of which is the EAN barcode number (GTIN). We are a neutral, not for profit organisation governed by our members.

1.5 The productDNA story

In 2016, a group of grocery retailers and brands formed the GS1 UK Retail Grocery Advisory Board (RGAB), to discuss common industry challenges and opportunities. They identified product data management as a key concern – costing at least £200m a year in lost sales and unnecessary expenditure.

In July 2017, 12 leading grocery retailers and brands signed an industry charter, announcing their commitment to move to a single solution for managing and exchanging product data.

1.6 What is productDNA

productDNA provides a single catalogue of high quality, independently verified product data that allows retailers and brands to describe their products using a common language.

The service offers a flexible, common approach to sharing and managing product data to support the growth of instore and online shopping. The service currently focuses on simplifying and streamlining the new line form process, by enabling brands to upload product data into the system once and share it with

multiple retailers. Product data is then independently verified to guarantee accuracy and quality.

1.7   productDNA solution overview

The service is founded on an industry designed data model which uses GS1 standards and allows retailers and brands to use a single common language to describe and process products.

There are three key components that form the productDNA solution:
- **Data model -** a standardised industry data structure to support UK grocery
- **Catalogue -** the platform for sharing and receiving product data
- **Service -** how we validate the quality of data within the platform

The **data model**, based on GS1 global standards, forms the heart of the service bringing to life the harmonised industry language to describe products in a consistent way.

It is a harmonised data model which enables the UK grocery industry to share data effectively. The model contains market facing and retailer specific data for a product, covering new line form data as well as developing the capability for full business-to-consumer (B2C) data sharing. The model is based on consistent standards, guidelines and validation rules to improve data quality and make providing data easier for brands.

The **catalogue** is the technical framework which users interact with the data model and the physical check process. The product catalogue is a single platform which facilitates the sharing of trusted product data to your customers.

This is where brands are able to upload and amend product data and retailers are able to extract the product data. This allows brands to be in control of their product data and the ability to provide one version of the truth, reducing potential inconsistencies and inaccuracies that occur when data is handled across multiple touch points.

The purpose of the physical check **service** process is for third party verification of product data against a physical sample of the product. The check covers a defined subset of attributes within the full data model which can be physically verified.

The check will be performed by specifically trained personnel, in a dedicated product checking facility and checks will be performed to GS1 package measurement rules.

The sampling process is simplified since brands only need to send one sample per new product to the productDNA verification centre for quality check, rather than sending multiple samples to different retailers.

1.8   End-to-end service

Brands
enter product data
into catalogue.

Independent third party
verifies quality and accuracy
of data against physical
product.

Retailers get easy
access to accurate data
however they want.

Shoppers see the
same information
across all channels.

1.9   The benefits

The end goal:

- For **productDNA**: retailers and brands collaborate with GS1 UK to create a common industry approach for product data management for UK grocery

- For **retailers**: one single source of data to improve efficiency and operational smoothness

- For **brands**: a single way of sharing product information and keeping their brand consistent across all channels

- For **shoppers/consumers**: accurate product information that allows them to make more informed purchase decisions

1.10   Use productDNA for free – freemium service

productDNA freemium is the base level of access to productDNA, which is available to all GS1 UK members as part of your membership. Freemium allows you to create and manage your product information, for all products with an allocated GTIN and share your data with selected "free" channels.

You will not be able to share product data with retail channels until you have upgraded to productDNA core or business services.

productDNA freemium offer to paid service
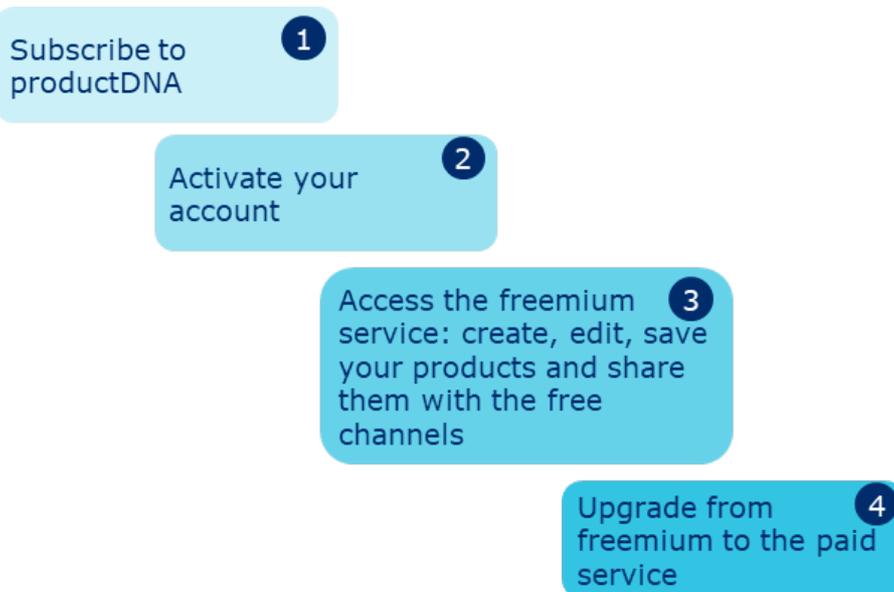
1. Subscribe to productDNA for free here:
   https://productdna.alkemics.com/#/signup

2. You will receive an email to activate your account

3. Start creating products in your catalogue once logged in. Make sure you complete all your product & logistical information. Start sharing data to GS1 UK's free channels if you wish

4. If you want to send data to UK retailers, you will need to subscribe to the paid service of productDNA here: *https://productdna.gs1uk.org/upgrade-your-account*

productDNA system guides

![GS1 UK productDNA logo]

System guides

Complete our sign up form from this link:

https://productdna.alkemics.com/#/signup

![productDNA sign up form]

User details

Email	john@doe.com
Organization you belong to	⌄
Password	
Re-type password	

Main contact details

Title	⌄
First name	
Last name	
Telephone	

☐ I have authorisation to subscribe to this service on behalf of my company

☐ I agree to the terms and conditions. The T&C's can be viewed here.

Sign up

Already have an account? Log in

Once subscribed, you'll receive an email to validate your sign up and set up your log in details. Then when logged in you'll arrive at the catalogue page, where you'll be able to navigate to the different functions of the platform
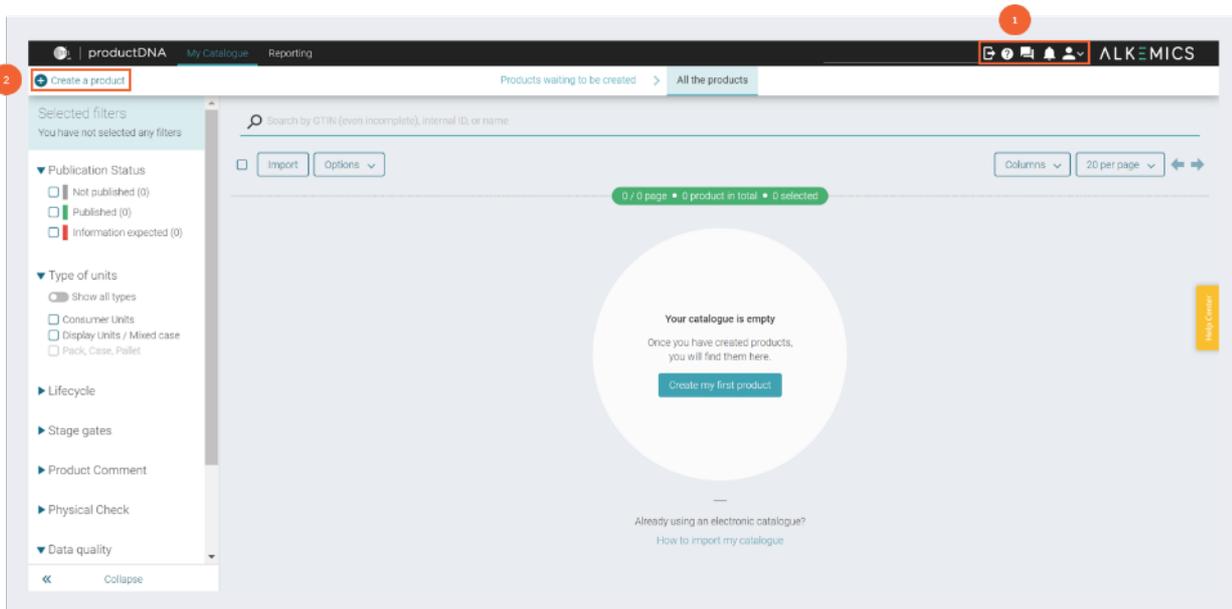
1. Profile and admin is where you can update your settings, such as passwords and addresses. Under User Management you can view the list of current users and invite others to the platform.

2. Start to create products within the catalogue

4.1 Create product(s)

To begin creating a new product, go to the catalogue page, then click on Create a product at the top left corner of the screen.
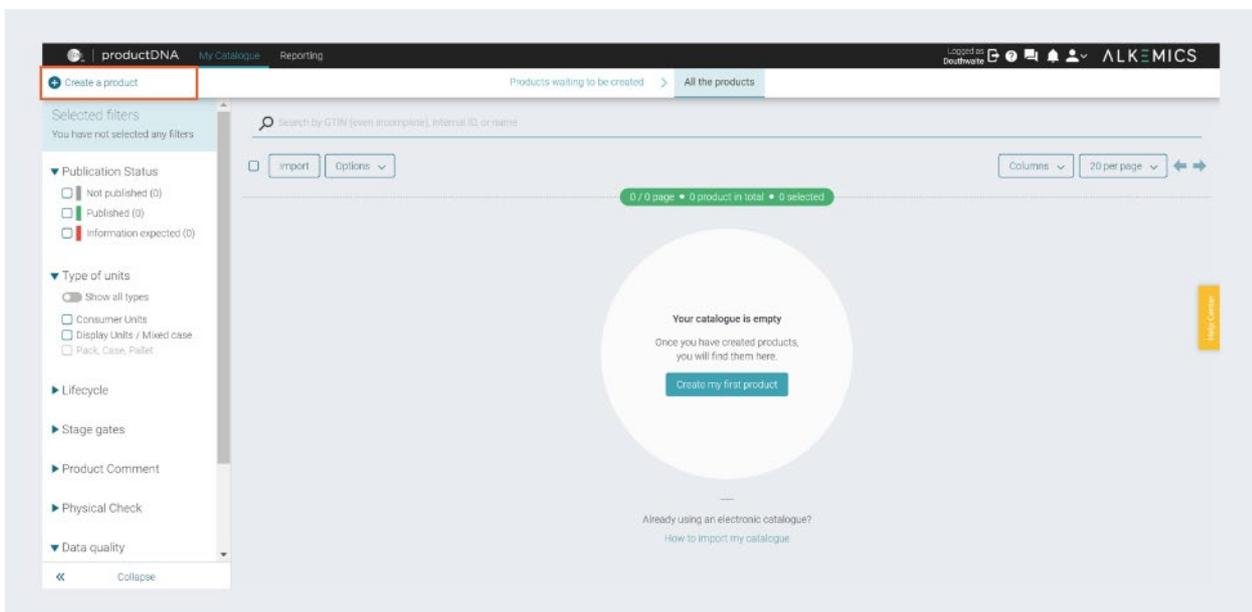
In this section, enter in key information that is essential for creating your product, beginning with the ① GTIN (also known as the EAN code or barcode).

Select whether the product is a ② display unit (a display unit is directly present in the aisle and includes mixed cases). If you select a mixed case, please see information from ② a onwards.

Select whether the product is a ③ base unit or pack (base unit is the lowest level you will supply; pack refers to a stand-alone unit at the point of sale).

You will need to give your product a ④ description this should consist of brand name, sub brand if appropriate, functional name, variant and case count or net content.

And finally choose the product classification through the ⑤ product category drop down. This will determine the relevant attributes in the product information page.

Create a new product

2a If a product is chosen as a mixed case additional fields will appear underneath. Here, you can add the product's components (child product) 2c and the quantity of units 2b .

NB: the child products will need to be already set up in your catalogue before being selected.
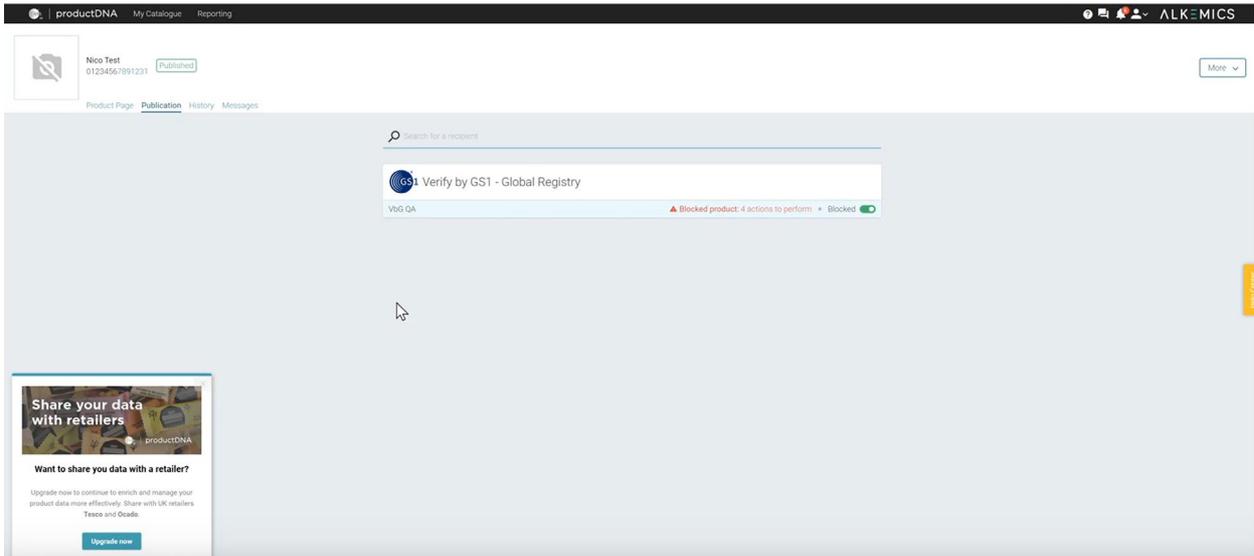
4.2   Share data to the GS1 UK free channels

The next step when creating a record will be to choose who to send your product listing to. As a free user you will see GS1's free channels – **Verified by GS1**

Verified by GS1 is a global registry of Global Trade Item Numbers to verify whether seven basic attributes are present for a product. Its designed to ensure every product has a unique GTIN assigned to it that has been allocated per GS1's rules and guidelines and can be confirmed by trading partners. **If you don't want to send data to our registry, you can always skip this step.**

4.3   Complete product information

Once the record is added to your catalogue you can start to complete the rest of the listing.

1 On the left-hand panel, you will be able to view the attributes required by any specific retailers.

2 Use the drop down to filter to select which attributes you will want to complete within your new line form. This could be the mandatory to list, or attributes that will trigger a physical a check.

This is a useful tool as productDNA has been designed with new product development in mind and allows brands to share important product data early with their retailers.

For more information see section 6.

3 Next you will need to populate the rest of your product information, most of the sections are self-explanatory. If at any moment you get stuck, there are a couple of useful features which will help you out. You'll see examples of data which the system will want you to populate. Or you can click on the question mark symbol and some useful information about what is required will pop up.
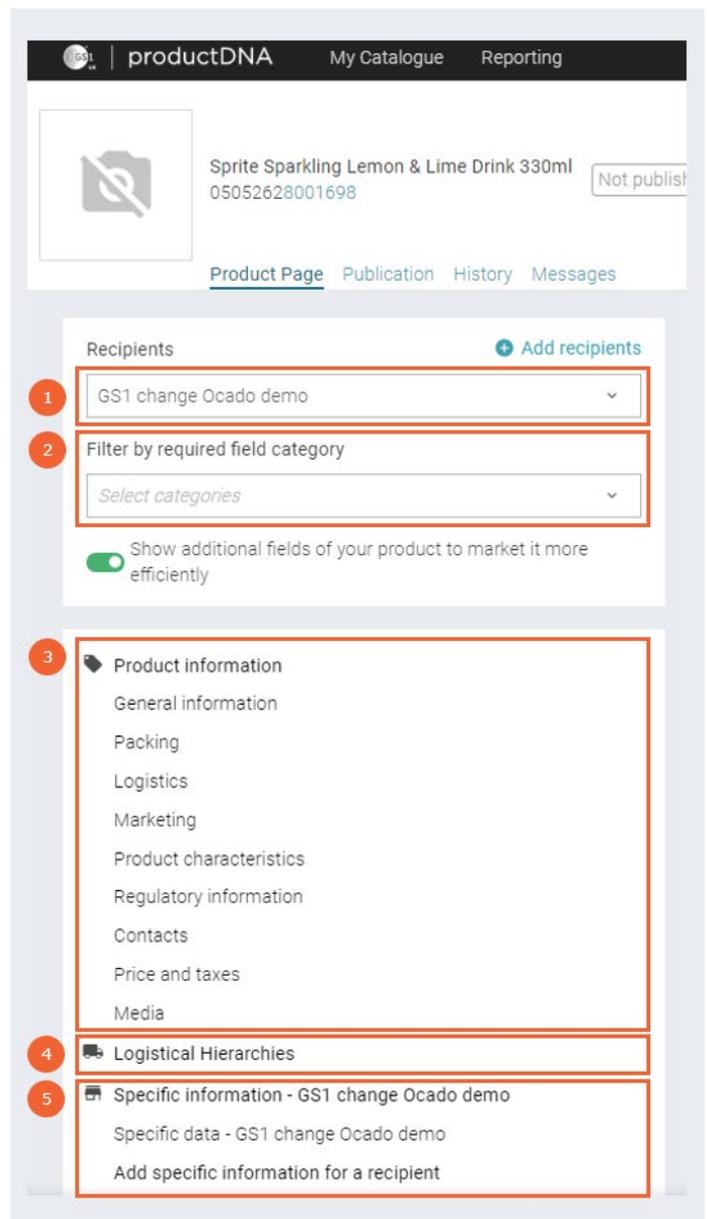
The progress bar at the bottom of the page indicates how many attributes are mandatory to populate and you can use the arrows to quickly navigate to any outstanding fields.

NB: you will not be able to share your listing unless the mandatory fields are complete
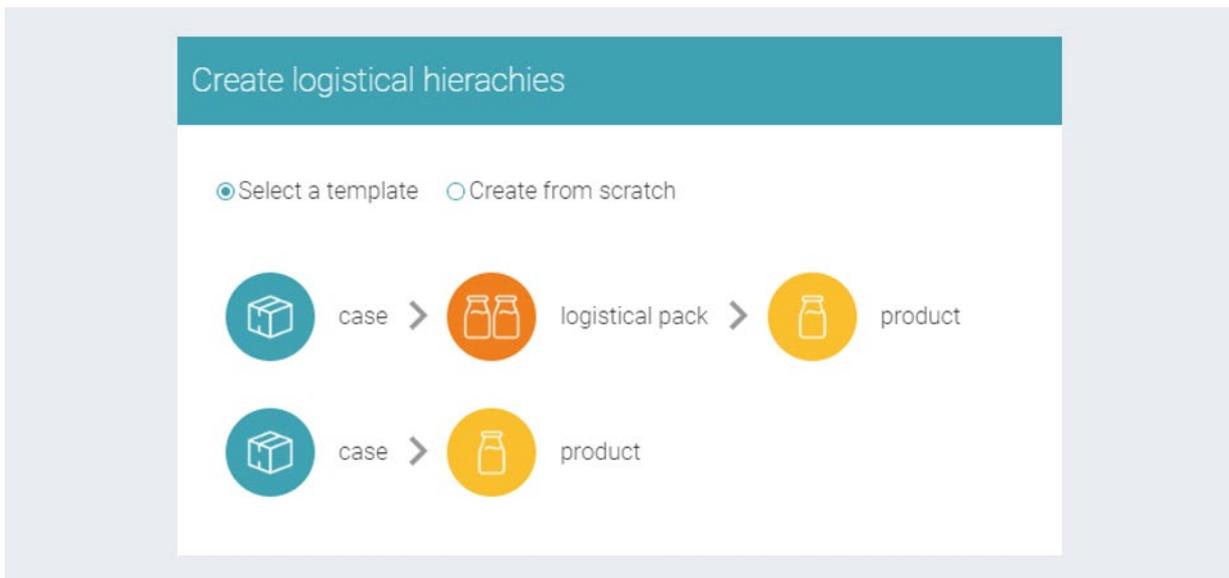
4.4   Create logistical hierarchies

4 Logistical hierarchies, or otherwise known as packaging hierarchies is where you can link base items to case items.

As you start with the base unit, you add in more data as you add different case levels.

To create a logistical hierachy select the button below:

**⊕ Create a new logistical hierarchy**

You will be able to select a template or create your own. If you would like to create a mixed case, please refer to our mixed case user guide.

Once you've created your logistical hierachies, you will need to populate data for each logistical level. You can complete this by clicking on the chosen hierarchy and entering the relevant GTIN.
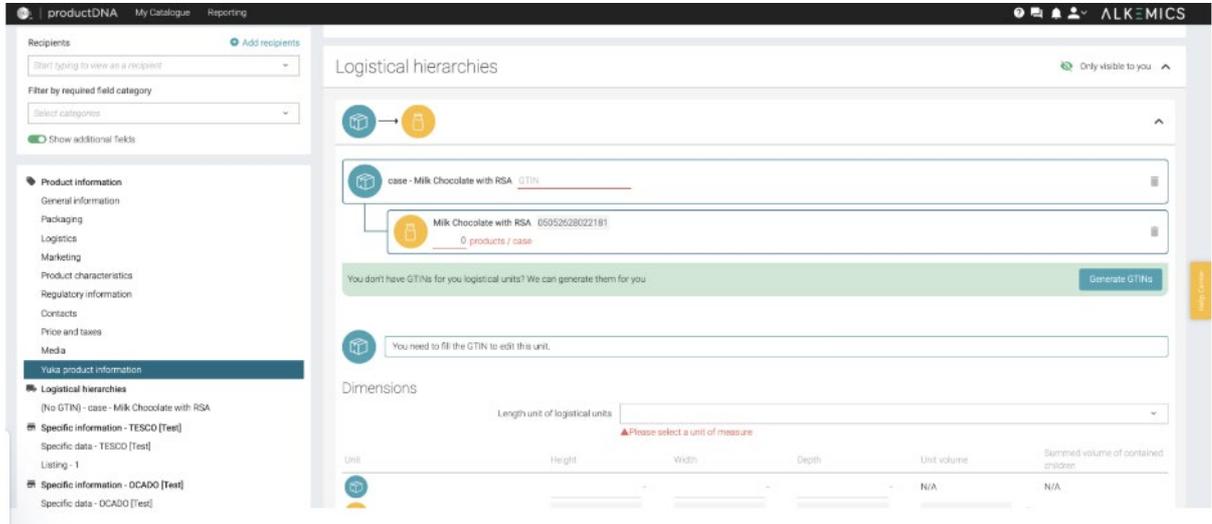
The required information for the chosen hierarchy will appear on the page. Each level of the hierarchy is denominated by the relevant symbol and corresponding colour box which will surround the fields to be completed:
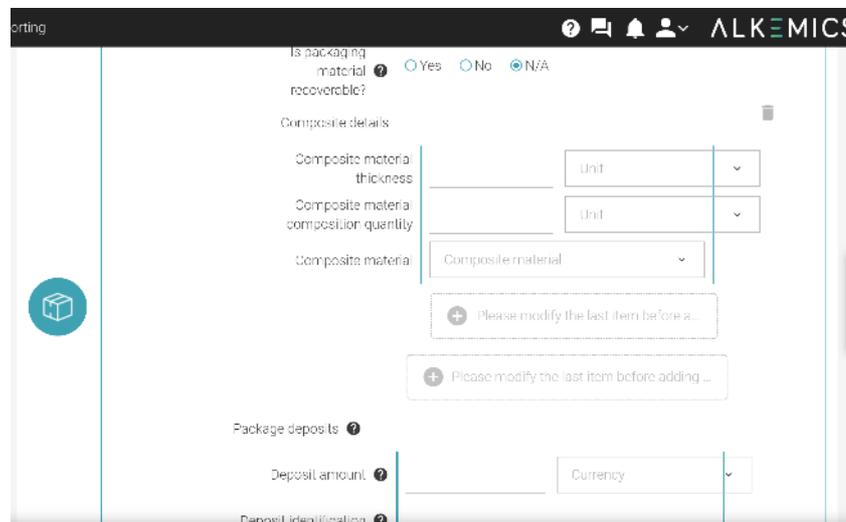
You will also be required to enter any weights and measures information for each level of the hierarchy. Any information you have already populated for the base unit will be automatically pre-populated.

These fields will automatically verify the consistency of the values entered to ensure that case and pallet combinations are possible.

- When a unit of measure/weight is missing, the platform will highlight the field in red

- When a calculation is incorrect, the platform will highlight the filed in yellow

4.5   Publish data to free channels

Once you start to complete the information for the product listing you can save the record to the system at any point.

When you complete the mandatory fields you can also share the listing and it will go automatically to the recipients you've selected.

NB: If you are not a GS1 member, your productDNA freemium account will get suspended. This validation check usually takes our team 2-3 days to do. If you want to become a GS1 member head to our website: https://mygs1.gs1uk.org/My-GS1/checkout.ssp?is=checkout&fragment=register#register

Or if you want a more personal touch, you can always contact our support team on 0808 178 8799 or +44 (0) 20 7092 3501

4.6   Subscribe to the paid service and be able to share your listing to retailers

If you want to send data to UK retailers, you will need to subscribe to the paid service of productDNA. To sign up follow this link : https://productdna.gs1uk.org/upgrade-your-account

The annual subcription cost will be based on your UK turnover. For more information head to our website.