



## GS1 South Africa proudly presents the future of enriched product data in Africa - GS1 Trusted Source

20 April 2020

Dear Member,

As we all grapple with what COVID-19 will mean for our businesses and families, we strongly believe that South Africa and all the nations of the world will overcome this pandemic as well the impact it has on our economies and industries.

With that in mind, GS1 South Africa has continued with the plans we made in 2019 to deliver a brand-new Enriched Data platform, Trusted Source, to our members. Serving as replacement for DATAnet.za, Trusted Source is a system that will give South African industries the ability to create and publish authentic, trusted data to power any supply chain. It will be enriched with content fields such as ingredients & allergens, marketing & promotional material, regulatory & legislated information, traceability and recall enablement and much more. Trusted Source data will also be verified against GS1 global standards to ensure compliance and to make global synchronization amongst multinationals and the globalization of products easier.

We have worked closely with some of our manufacturing, retail, healthcare and other supply chain stakeholder communities to ensure that we deliver a solution that meets our members' needs seamlessly and helps them trade better. GS1 South Africa's Trusted Source of data will ensure you have correct information first time, every time.

One of the lessons that COVID-19 has taught us is that industry must have real-time visibility on key products such as personal care items, medicines, foods and hygiene items, not just when crises occur, but as an operational day-to-day standard. Access to visibly stacked data will help not only reduce product listing costs, but also boost value chain efficiencies. We need to know who and where suppliers are, what their ratio of supply ability resembles (*whether large corporations, multinationals or SMME's & proudly South African producers*) in order to increase supply to match demand so that as an industry, we are able to assist Government to realistically and effectively serve its citizens.

Equally important is the need to have this data in one central repository. GS1 South Africa and the Consumer Goods Council of South Africa (CGCSA) invested in and developed Trusted Source to not just meet these demands, but to also create possibilities in the future for machine learning and 4IR. Implementation of the Enriched Product Data platform is a significant milestone for the retail and healthcare industry. In years to come we will look back on it as the equivalent to the introduction of the barcode in 1974.

We recognize and the critical role that technology plays in the supply chain, business continuity and in connecting manufacturers to retailers and ultimately, to consumers.

The Enriched Product Data platform, powered by 1WorldSync and Trusted Source, is a catalogue of high quality, independently verified product data and images that allows brands and retailers to use the same language to describe and share products. The service is owned and governed by the industry and operated on their behalf by GS1 South Africa.

### How it works

- A single, standardized industry catalogue to store all product data and images.
- All product data is independently audited and verified to ensure accuracy and quality.
- Brands share their product data and images with retailers in a consistent format.

### The benefits

- A single way of sharing product data and images between brands and retailers or hospitals.
- Product data is independently verified to ensure it is accurate and consistent.
- Brands own the product data and images with no commercial constraints.
- Retailers have easy access to product data in a way that meets their needs, saving time and money.

#### CONSUMER GOODS COUNCIL OF SOUTH AFRICA

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#### DIRECTORS

G Ackerman Co-Chairman - Chairman, Pick n Pay Stores Ltd | J Vorster Co-Chairman - Chief Executive Officer, Clover | G Mangozhe Chief Executive Officer, CGCSA | D Smollan Chairman, Smollan Holdings | G Kirk Chief Executive Officer, Exclusive Books | HA Joubert General Manager, Mars Multisales Southern Africa | S Sonn Managing Director, Woolworths Foods SA | C Maponya Chief Executive Officer, Maponya Group | P Spies Chief Growth Officer, Tiger Brands | R Behrens Financial Executive, Tiger Brands | M Neethling Business Executive: Groceries, Pioneer Foods | B Botten Divisional Managing Director, SPAR Southrand | S Zoueihid CEO, British American Tobacco | R Rushton Managing Director, Distell | D North Group Executive - Strategy and Corporate Affairs Pick n Pay Stores | Tony Da Fonseca Chairperson, FASA | Luc-Olivier Marquet Chief Executive Officer, Unilever | B Olierhoek Chairman & Managing Director Nestlé (South Africa) (Pty) Limited | B Pietracci BU President Coca-Cola | G Antoine Country Manager L'Oréal | N Kalla Managing Director Amka Products(Pty) Limited



**consumer  
goods council  
of south africa**  
Helping members trade better.



- Shoppers can find, compare and buy products – in-store and online – based on complete and accurate information.

When can you access it?

Our project pilot is on track to meet the 2020 deadline for completion. We have adopted the Agile methodology approach and we have covered a sizeable chunk of our Sprint 2 UAT testing phase. Agile is a process by which a team can manage a project by breaking it up into several stages and involving constant collaboration with stakeholders and continuous improvement and iteration at every stage. The Agile methodology begins with clients describing how the product will be used and what problem it will solve. This clarifies the customer's expectations to the project team.

Our project status thus far is as follows:

We have completed 'Sprint 1', which demonstrated the functionality of GS1 internal administration functionality and user experience, validation and approval for transport to production. 'Sprint 2', which is currently underway and almost completed, consists of the supplier, brand owner or data entry functionality, users' experience, validations and approvals for transport to production and data publishing. Our next phase in the project is the 'Sprint 3' phase which will also further demonstrate the recipient functionality, the recipient user experience, validation and approval for transport to production.

We will keep you updated on progress through weekly communications as we work towards implementing this milestone for GS1 South Africa and the African continent at large.

We wish you good health and fortitude during this time.

Best,

GS1 South Africa

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