



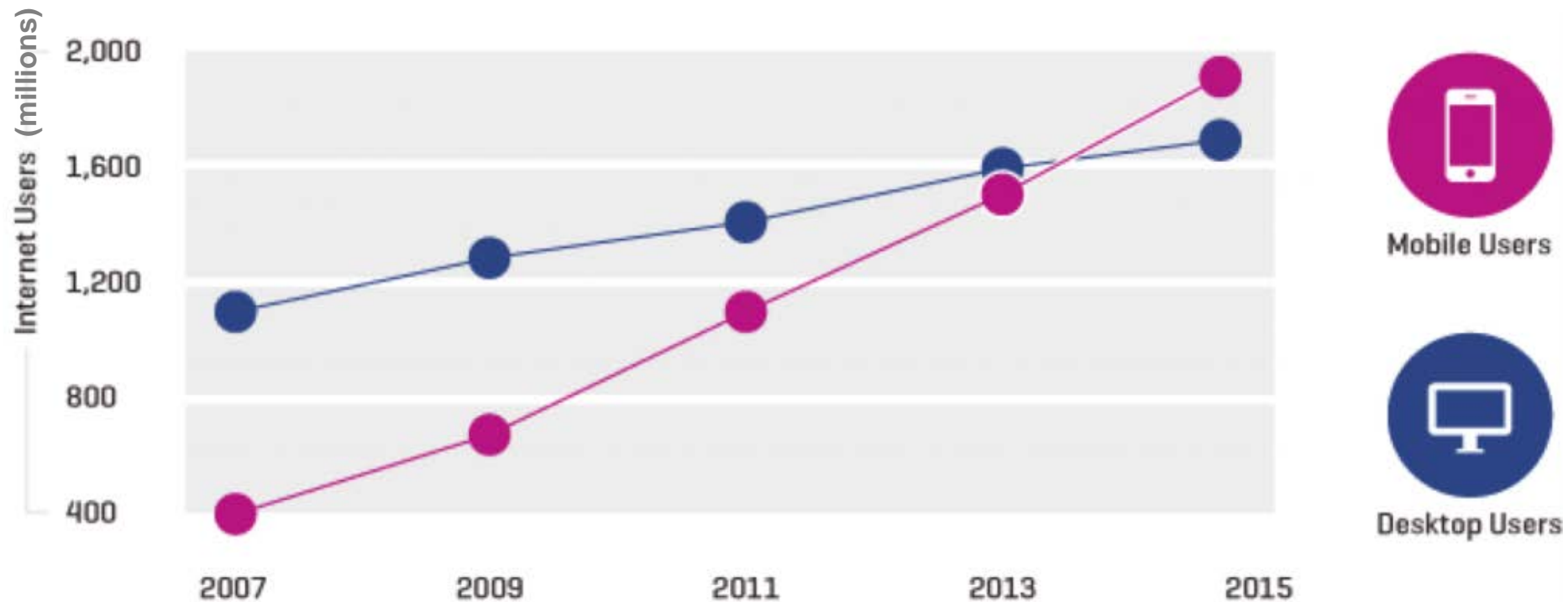
[www.gs1co.org](http://www.gs1co.org)

[www.logyca.com](http://www.logyca.com)

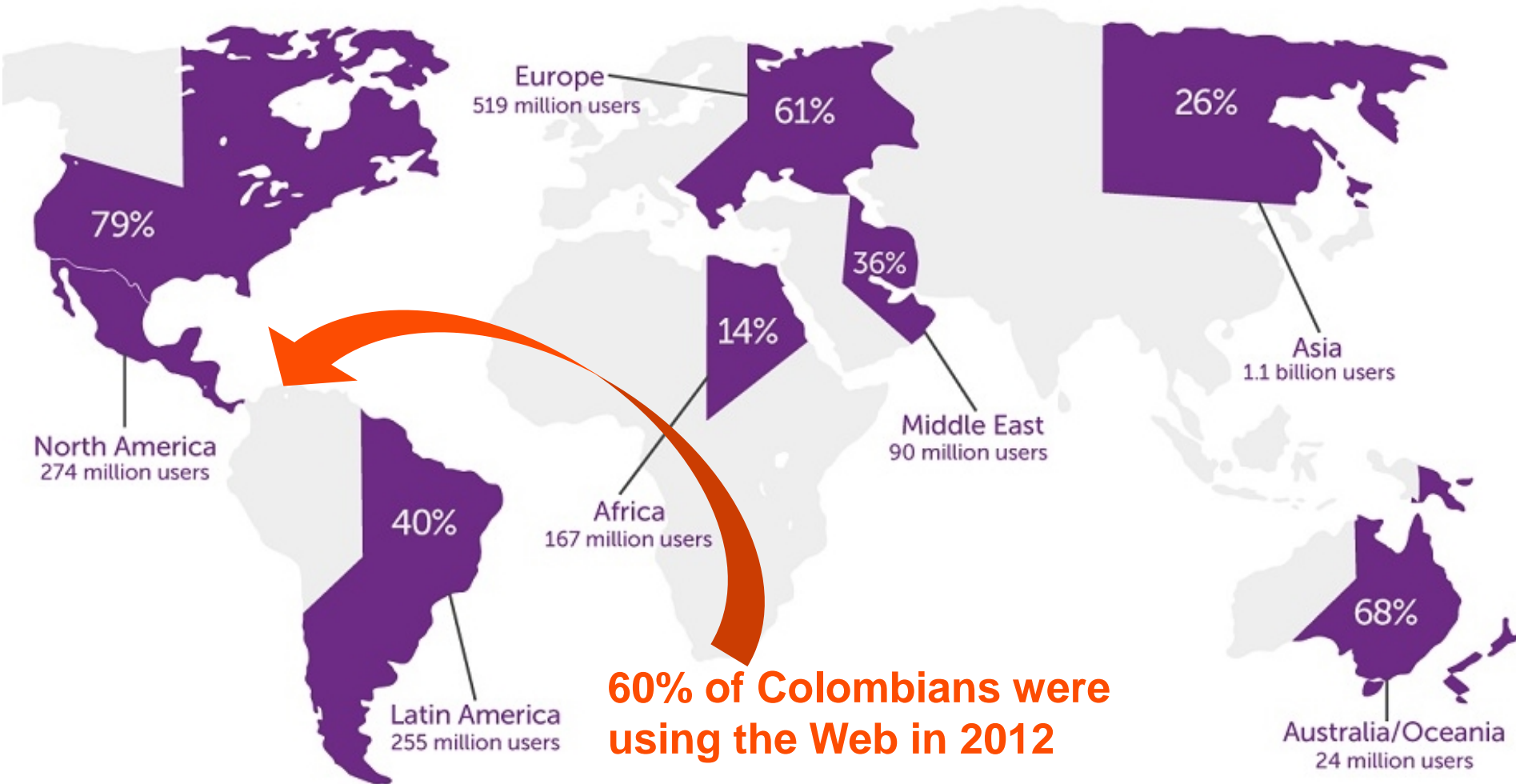
# Opportunities for the Business Community in the Digital World and Omni-Channel.



2.4 billion people on the Web (2013)  
2+ billion more expected in 5 years  
.. mainly on mobile and in emerging economies



# Web use by continent (2013)



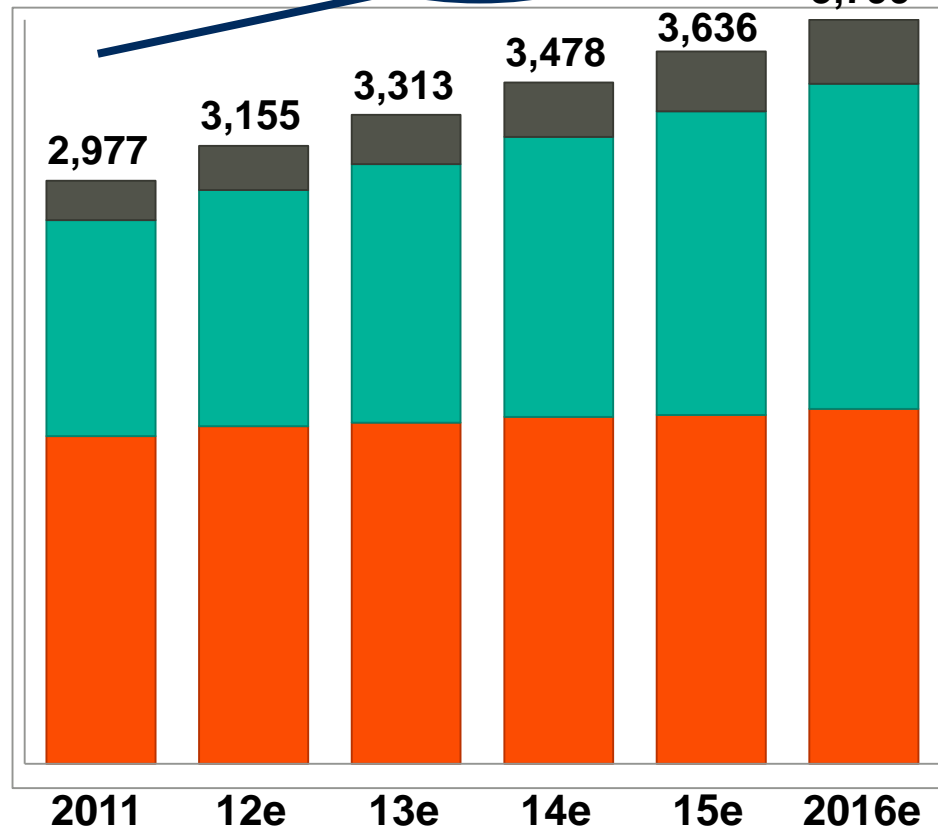
# The Web will influence over 80% of US retail growth over the next 4 years



## US Retail Sales by Influence

USD billions

+5% p.a.



CAGR 2011-16  
Percent

Percent of  
11-16 growth

Web sales

10.1

15

Web-influenced store sales

8.5

68

In-store sales

1.6

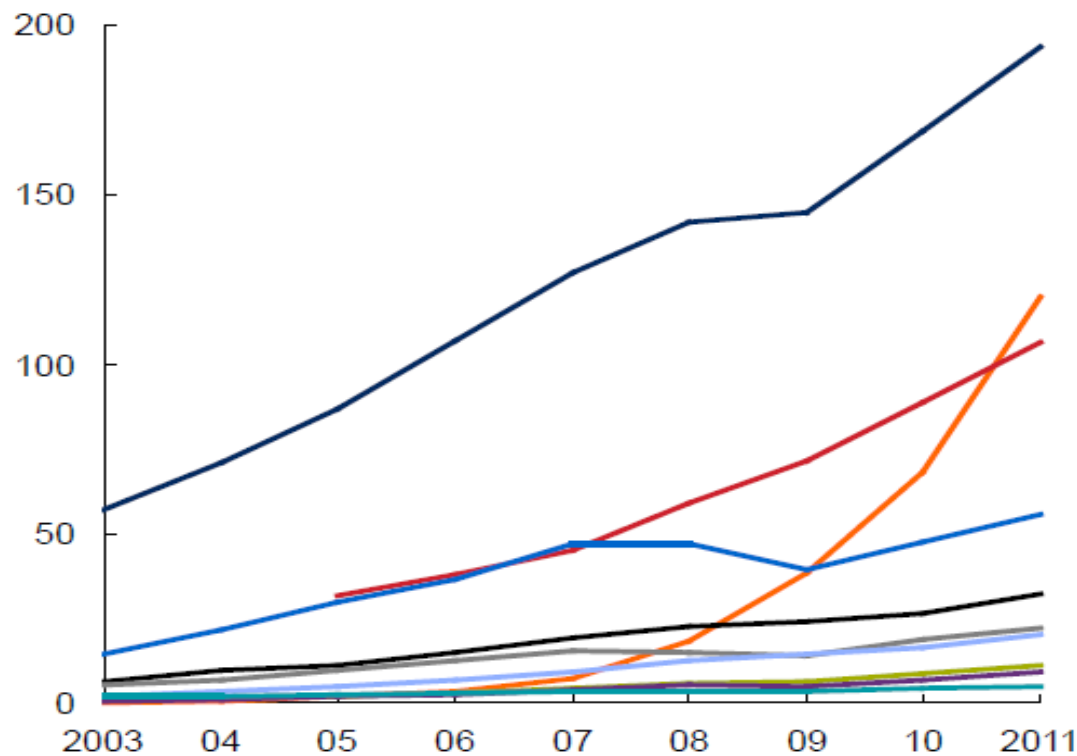
17

83%

# Diverse patterns of growth in Web sales around the world



2003–11 e-tailing market<sup>1</sup>  
\$ billion



Compound  
annual growth  
rate, 2003–11  
%

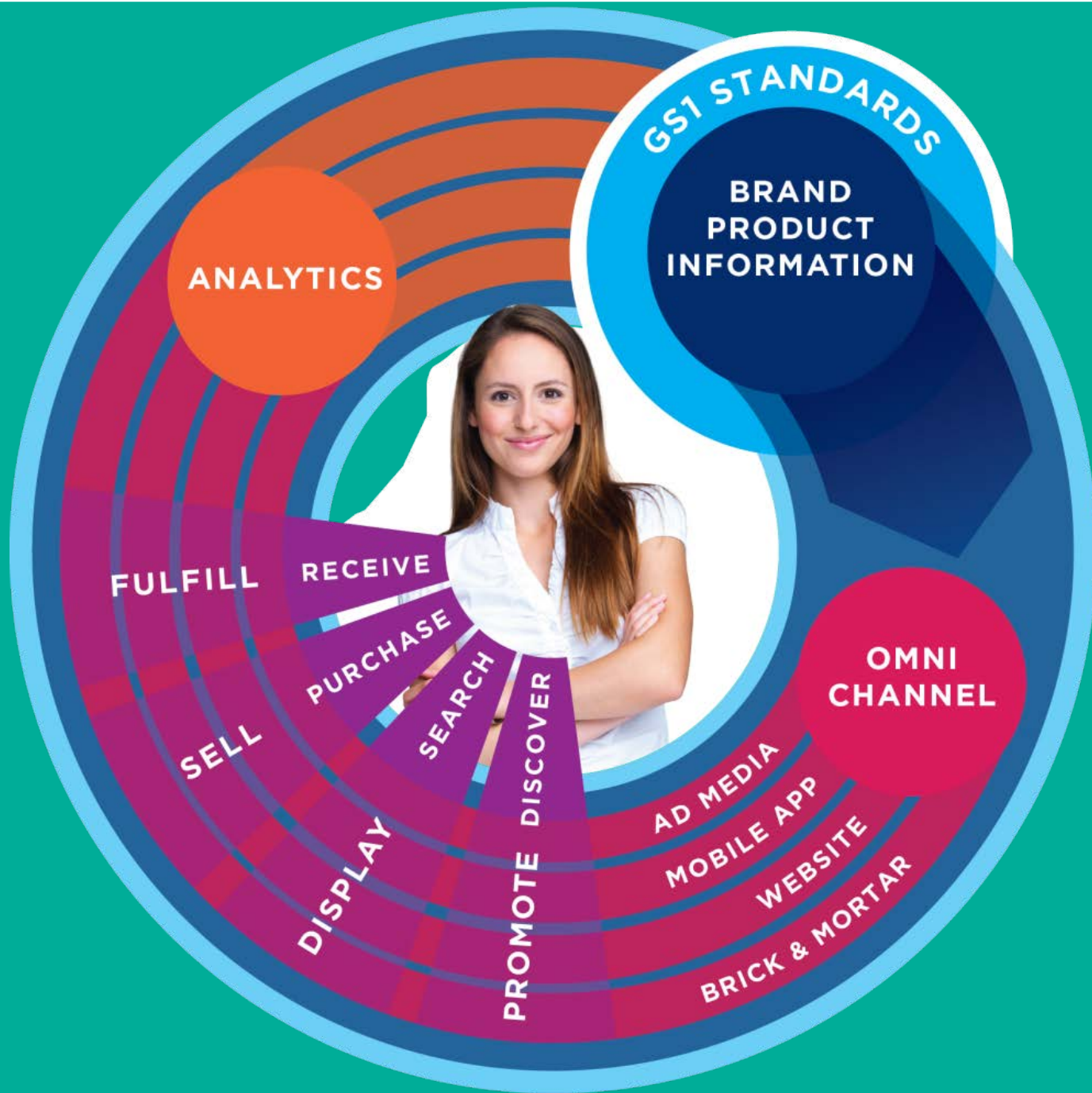
United States	17
China	120
Japan	27 <sup>2</sup>
United Kingdom	18
Germany	22
South Korea	19
France	35
Brazil	34
Russia	39
Canada	14

■ **Consumer-to-consumer sales = 70% of total in China**

<sup>1</sup> Excluding online travel.

<sup>2</sup> Japan's CAGR covers 2005–11.

SOURCE: Euromonitor; Forrester; US Census Bureau; Japanese Ministry of Economy, Trade, and Industry; iResearch; McKinsey Global Institute analysis



# Business Challenges Uncovered by GS1 US McKinsey Study & Auto-ID Labs



- ***Searching*** for and displaying ***types*** of products
  - ... using **non-standard** keywords and classifications, when consumers don't know exactly which product they want
- ***Aggregating identical products***, *not* described the same
  - e.g., to compare offerings, find closest place to buy ...
- ***Linking*** from other Websites to particular products
  - e.g., from product reviews, FB posts, Tweets, maps, photos, etc.
- ***Sale and resale*** of goods where GTIN not available
- Other: Managing omni-channel value chains ...



# GS1's standards drive value via unambiguous, automated, computer-readable communications



***GS1's standard data formats allow computers to read unique identifications and descriptions from bar codes, EPC/RFID tags, and eCom messages***

```
<EPCISDocument>  
  <ObjectEvent>  
    <epcList>
```

```
    <epc>urn:epc:id:sgtin:0614141.012345.62852</epc>  
    <epc>urn:epc:id:grai:0614141.54321.2528</epc>
```

# Standards for Formatting & Linking Drive the Web's Value



 [Jampaw Mobile Shopping](#)

## Acme Football

Size 5

Price: 34.99



```
<!--?xml version="1.0" encoding="UTF-8"?-->
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML Basic 1.0//EN"
"http://www.w3.org/TR/xhtml-basic/xhtml-basic10.dtd">
<head>
<title>JamPaw.com - Mobile-Friendly Web Sites</title>
</head>
<body>
  <div class="header"> <font color="#ffffcc">
    <a href="index.html">
        Jampaw Mobile Shopping</a>
  </div>
  <div class="content">
    <p><big><b> Acme Football </b></big><br>
      Size 5
      Price: 34.99
    </p>
  </div>
  <div class="footer"> <a href="About.html">About</a><br>
    © JamPaw.com. <a href="http://www.thinkabit.com/">Thinkabit,
    LLC</a>.
    All rights reserved. </div>
  </body>
</html>
```

[About](#)

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# GS1 US McKinsey study

## “Enabling the ‘Digital’ Revolution in Retail”

- Interviews w/ > 60 stakeholders: Top needs:



**Unique online product identifier:** Use GTINs in Website code to improve accuracy in online search, prevent “digital out of stocks” and support aggregation of like products




**Category hierarchy:** Create standard descriptions and hierarchy for Websites and help customers find what they are looking for


# Online GTIN usage could allow search engines to aggregate a full view of on-Web options for the consumer



For many products, Google Shopping requires a GTIN from its retailers' paid product feeds



Schick quattro titanium razor




### Quattro Titanium Trimmer Power Razor

The Technology: - Ergonomic & Portable - Powerful Enough To Deliver The Trimming Functionality Of Larger Battery Powered Trimmers - Operates On One AAA Battery - Very High... [more...](#)


★★★★★ Customer reviews(13)

\$9 and up (11 stores)

☐ Compare (Share and Compare)



Schick quattro titanium razor



### Schick Quattro Titanium Trimmer Razor, with Trimmer

Razors - Schick - Mens - Cartridge - Quad Blade

Titanium Trimmer(coated blades). 4 Titanium + 1 edging blade. 1 Cartridge. 1 AAA alkaline battery. Shave: Comfort. Edge: Precision. Trim: Styling ...

★★★★★ 32 reviews

Lower price

\$4 from 50+ stores

1 special offer

25+ nearby stores

More retailers

More reviews



# GS1 Digital: Phase 1

## Objective

- Prioritize and start the work necessary to adapt GS1's proven standards to solve critical business challenges on the Web

## Industry Engagement Interest Group

- Gather, analyse, and prioritize the Business Needs

## Technical Task Force

- Explore existing work, proofs-of-concept to test technical options for standardization, and educate the GS1 community

## Schedule

- September: First Statement of Business Needs into GSMP
- End of 2013: Integrate learnings here with GS1 Strategy outcomes

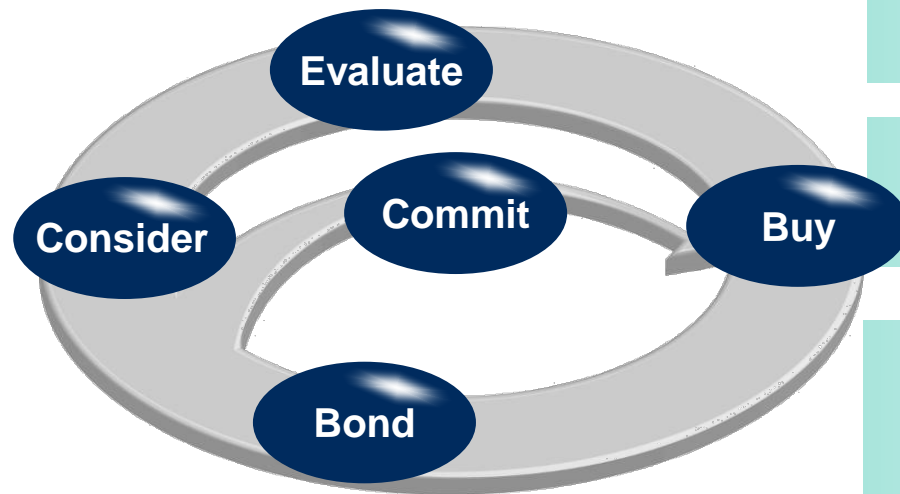




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# The Web has changed how consumers access products and engage with companies



## *In the U.S. ...*



**50%+ use mobile phones to check prices, up from 13% 2 years ago**



**75% have used shopping apps for consumer goods**



**50%+ of shoppers have interacted with a CPG brand on the Web**



**Consumers intend to buy groceries via the Web at a rate 3-10X current rates**