

## ITN's Synchronization Objective

**Move our food industry customers closer to the perfect order and improve traceability by translating and sharing detailed product information across the supply chain**

Awareness, and more recently participation, in GS1-driven global standards initiatives is steadily increasing. More companies, particularly those in foodservice, are contributing to industry working groups, and the number of products assigned GTINs is growing rapidly. What once seemed like nirvana championed by a few large, well-heeled visionaries is within reach to even the smallest organizations.

### **Synchronized data has always been the backbone of ITN's Platform**

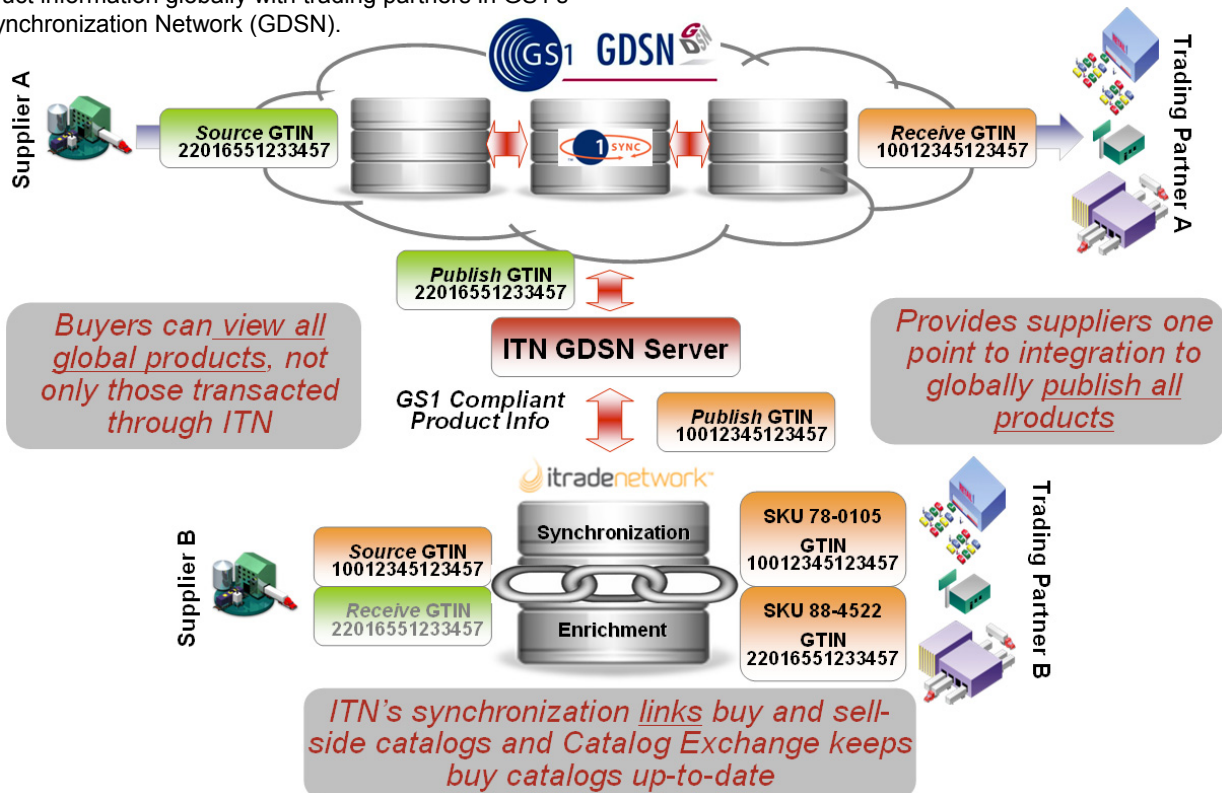
Synchronized data enables customers on ITN's Collaborative Supply Chain platform to improve order accuracy, decrease procurement administration costs, improve food safety and enhance compliance. ITN is an expert in master data management and has supported the development of industry standards, actively participating in various GS1 member organizations' committees and working groups.

### **ITN is becoming a certified GS1 GDSN data pool focused on the global food industry**

The 5,500+ trading partners on ITN's platform today maintain detailed information for 1,100,000+ products, including GTIN, Global Product Classification, nutritional and allergen information, related documentation and pictures. ITN's GDSN Server, which is incorporated in ITN's Data Synchronization solution, provides suppliers and trading partners a quick and easy method to leverage their existing ITN connection to share and view GS1 standards-compliant product information globally with trading partners in GS1's Global Data Synchronization Network (GDSN).

### **Why choose ITN as your GS1 GDSN data pool?**

- Buyers and suppliers can leverage the platform on which they collaborate with trading partners on a daily basis to publish and view product information.
- Buyers have a centralized view into all of their catalogs, including suppliers who are not yet GS1 standards-compliant or participating in the GDSN.
- Suppliers and buyers can publish and view information about all of their products regardless of whether or not the product is transacted on ITN's Collaborative Supply Chain Platform.
- Buyers can link to their custom product attributes such as identifiers indicating a warehouse slot, shelf placement or category, and have a complete view into all information about a particular product.
- ITN is focused on the needs of the food industry, encompassing products as varied as CPG, produce and floral to alcohol, disposables and office supplies.



## ***ITN Catalog Exchange bridges the information gap***

Even with supplier's adopting GS1 standards and making their catalogs readily-available, buyers still have internal catalogs they spend a significant amount of time keeping accurate, complete and up-to-date.

Catalog Exchange, which is incorporated in ITN's Data Synchronization solution, takes all of the effort out of maintaining even the most detailed internal product information:

- Buyers are notified as information about new products and as the supplier changes product information regardless of whether or not the product is already in linked across their catalogs – the same functionality as the GDSN but for suppliers who are not yet GS1 standards-compliant.
- When products have been linked across buyer and seller catalogs, Catalog Exchange can automatically update the buyer's product information based upon the supplier's, providing a simple method of keeping information, including GTINs, manufacturer product codes or even nutritional information, accurate and up-to-date.

Both suppliers and buyers save time and ensure their customers have the product information they need. When coupled with ITN's GDSN module, buyers have a comprehensive, "real-time" and nearly effortless solution to their global catalog maintenance challenges and a view

**Learn more through ITN's Data Pool Synchronization and GS1 GDSN Server Resource Center:**

[http://www.itradenetwork.com/html/industry\\_initiatives\\_GS1.htm](http://www.itradenetwork.com/html/industry_initiatives_GS1.htm)



5959 West Las Positas Blvd.,  
Pleasanton, California 94588

Phone: (925) 660 - 1100

Fax: (925) 660 - 1101

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

### **For More Information**

**For more information call 925-660-1100 or email [sales@itradenetwork.com](mailto:sales@itradenetwork.com)**

#### **About iTradeNetwork, Inc.:**

iTradeNetwork, Inc. is the leading global provider of on-demand supply chain management and intelligence solutions to the foodservice, hospitality and retail industries. Built upon deep industry expertise, a rich data foundation and the industry's most extensive trading partner network, ITN's collaborative solutions allow distributors, manufacturers, operators and retailers of all sizes to reduce cost, grow revenue and strengthen trading partner relationships. Today, ITN's growing customer list includes over 5,500 global companies such as Ben E. Keith, BidVest 3663, CKE Restaurants, ConAgra Foods, Inc., General Mills, Kroger, Independent Purchasing Cooperative (IPC) for SUBWAY®, Intercontinental Hotels, PFG, Safeway, Sodexo, SYSCO and UniPro. ITN has offices in Pleasanton and San Mateo, California, Boise, Idaho and Burton and Stokenchurch, Great Britain. For more information, visit [www.itradenetwork.com](http://www.itradenetwork.com)

© 2009 iTradeNetwork, Inc. All rights reserved.

iTradeNetwork and the iTradeNetwork logo design are trademarks of iTradeNetwork, Inc. in the United States and/or other countries. All other trademarks and registered trademarks are property of their respective holders.