



WAYPOINT

Waypoint

Data Synchronization Implementation Guide



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TABLE OF CONTENTS

1. OVERVIEW	3
2. WAYPOINT'S SYNCHRONIZATION INFORMATION	4
2.1 Primary Contact	4
2.2 Publish to GLN	4
2.3 Important Information about Waypoint	4
3. STEPS TO BEGIN SYNCING YOUR DATA WITH WAYPOINT	5
4. ATTRIBUTE REQUIREMENTS	6

1 OVERVIEW

This document is intended to be used by client partners and suppliers sending item data to Waypoint using electronic Data Synchronization with a Global Data Synchronization Network (GDSN) provider. This implementation guide provides instructions on how to send your product content to Waypoint via GDSN.

The GS1 Global Data Synchronization Network (GDSN) is a network of interoperable data pools enabling collaborating users to securely synchronize master data based on GS1 standards. GDSN supports accurate, real-time data sharing and trade item updates among subscribed trading partners.

In 2013, Waypoint adopted the GS1 standards and successfully implemented data synchronization for receiving product information via Global Data Synchronization Network (GDSN). Waypoint is requesting our client partners support and participation in this important initiative to help us serve you better.

Some of the benefits of data synchronization between Waypoint and our Client Partners include:

- **Improved accuracy:** GDSN enables business to have a single source of truth for their product data, ensuring that all trading partners have access to accurate and up-to-date information.
- **Increased efficiency:** By automating the exchange of product data, GDSN can help businesses save time and reduce the need for manual data entry and speeds item introduction.
- **Enhanced collaboration:** GDSN empowers trading partners to work together more effectively by providing a shared platform for the exchange of data and provides immediate selling tools and improves efficiency in communication regarding item data.
- **Reduced errors:** improving the quality of data used in order processing, sales, and decision making
- **Compliance and standardization:** GDSN provides a secure and standardized platform for the exchange of product data as well as enabling electronic review and approval process.

2 WAYPOINT'S SYNCHRONIZATION INFORMATION**2.1 Primary Data Synchronization Contact**

Name: Shawna Barnes
Phone: 713-463-1481
Email: Shawna.Barnes@ASMWaypoint.com

2.2 Waypoint Global Location Number (GLN) – 0850765005006**2.3 Important Information about Waypoint**

Waypoint's GDSN data pool is 1WorldSync

Waypoint is a food brokerage company and subsequently requests that suppliers publish all available item data to them.

*DATA POOLS: GS1 Certified data pools are a vital tool that enable sending and receiving product information. Data pools allow you to setup and manage your product content all in one place to be able to synchronize with your trading partners. If you do not already have a data pool, please contact 1WorldSync at businessdevelopment@1worldsync.com. They can provide you the guidance and educate you on the process.

3 STEPS TO BEGIN SYNCING YOUR DATA WITH WAYPOINT

- 1 Send the following information via email to Shawna Barnes at Shawna.Barnes@ASMWaypoint.com or by completing the Trading Partner Form available on <https://www.1worldsync.com/community/find-a-trading-partner/advantage-waypoint/>
 - a. Supplier's Information Provider GLN
 - b. Email address and phone number for Supplier's Primary Data Synchronization Contact
 - c. What GDSN data pool are you subscribed to
- 2 Waypoint will create a subscription for your information provider GLN (Global Location Number) and Target Market US
- 3 Waypoint will send the supplier's primary data synchronization contact an email when subscription is added successfully (If required a list of item GTINs needed for publishing can be furnished in an Excel format).
- 4 Have your accurate item data loaded in the data pool and ensure your items are ready for publication
- 5 Publish items via your GDSN data pool to Waypoint
 - a. We request that a small sample of items be published for review first.
 - b. Upon publication of sample please notify Waypoint via email to review.
 - c. Once reviewed and CIC "Synchronized" has been received you can publish all your item information immediately thereafter.
 - d. Any attribute discrepancies will be referred to the supplier's data sync team if Waypoint believe the data issue is supplier related for resolution
- 6 Please continue to send new items, changes, and corrections for all items.

4 ATTRIBUTE REQUIREMENTS

Outside of the standard required GDSN attributes there are NO additional attributes that Waypoint requires via data synchronization. We ask that you send as much information as possible.

*Please visit 1WorldSync Community Platform for full list of standards and to access more training and reference resources including knowledge sharing with your industry peers.