H.T. Hackney Content Acquisition via GDSN

June 29, 2022

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Our Team

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Who is H.T. Hackney?

- For over 100 years, H.T. Hackney has made it our business to provide our customers with everything they need from one reliable source. We are one of the largest wholesale distributors in the United States. We service over 20,000 retail locations and stocks over 30,000 products.
- Our simple philosophy is that we provide our customers with everything they need to be successful in today's highly competitive marketplace. We deliver total convenience and provide one reliable source.
- Our strategically located distribution centers enable us to provide a 22 state distribution network.

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H.T. Hackney Current State

- Our high-tech distribution facilities rely on accurate product information in order to continuously deliver cost savings, service, and value to our customers
- Current processes are based on manual collection and entry of product information
- Manual processes are inefficient and prone to human and data errors which can lead to an inefficient supply chain and increased product costs
- Accurate dimensions are critical to maximizing the benefits of our high-tech, automated distribution centers

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H.T. Hackney Product Content Goals

1. **Automate product content submission** to improve *data quality*, *reduce errors* and *manual processes*

2. **Utilize Global Data Synchronization Network (GDSN)** as our single source for receiving product content from our suppliers

3. **Expand access** to more comprehensive and accurate data across the H.T. Hackney platform (product images, nutrition information, supply chain data, etc.)

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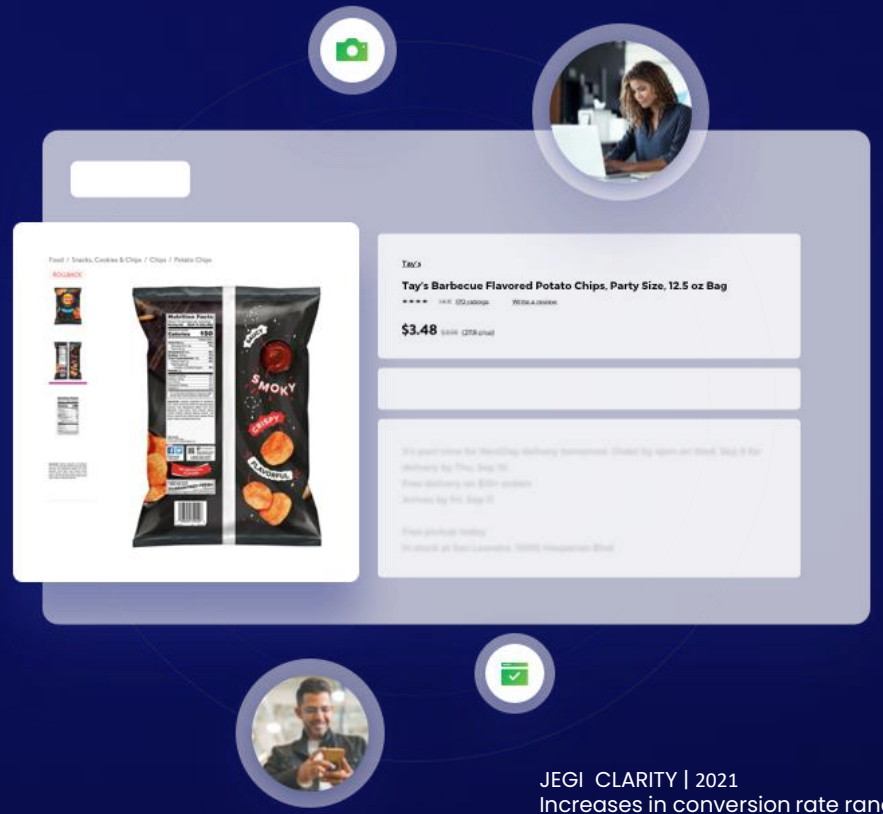
Quality Product Content is Essential

36% increase in shopper conversion with rich content on PDPs.



JEGI CLARITY | 2021
Increases in conversion rate ranged from 12-36%

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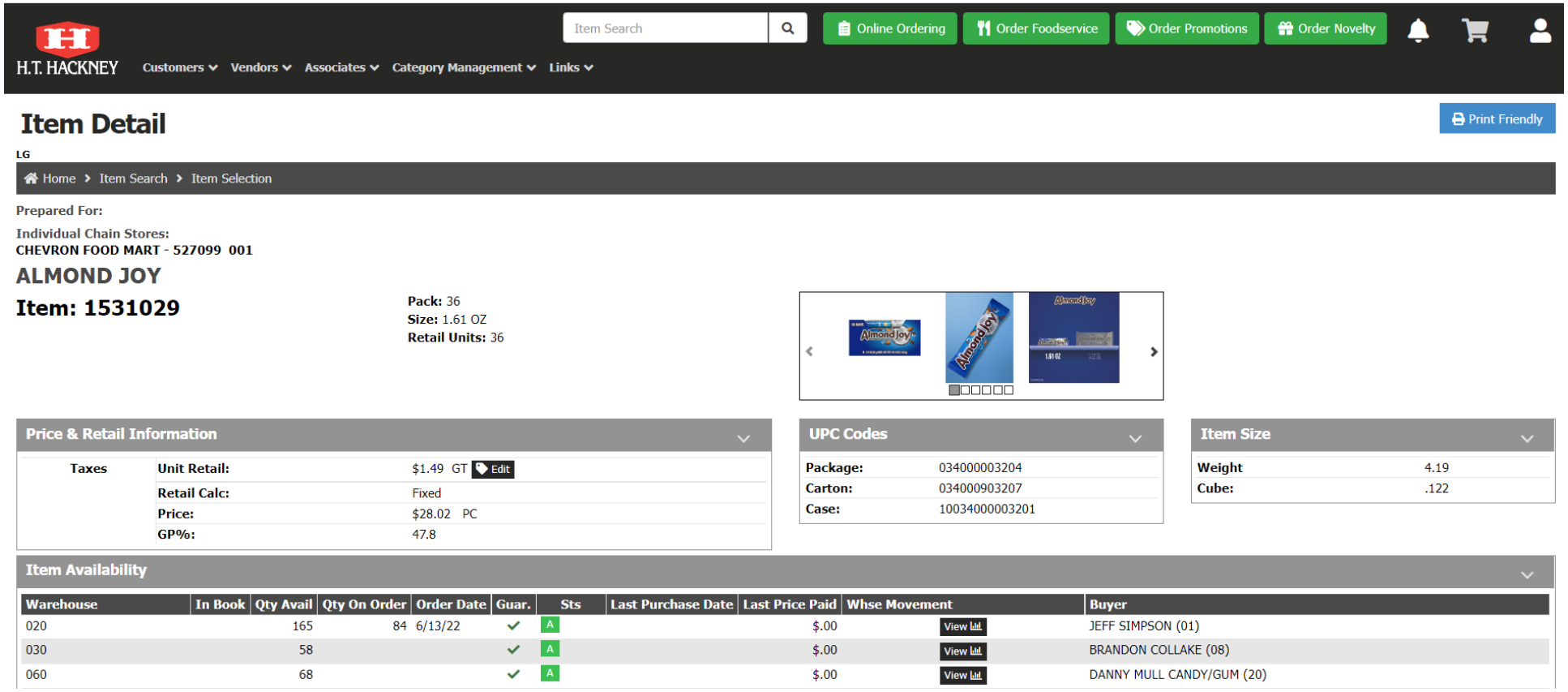
Item Images Improvement

We are requesting suppliers provide high quality item images for use in our internal product database.



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Item Images Improvement

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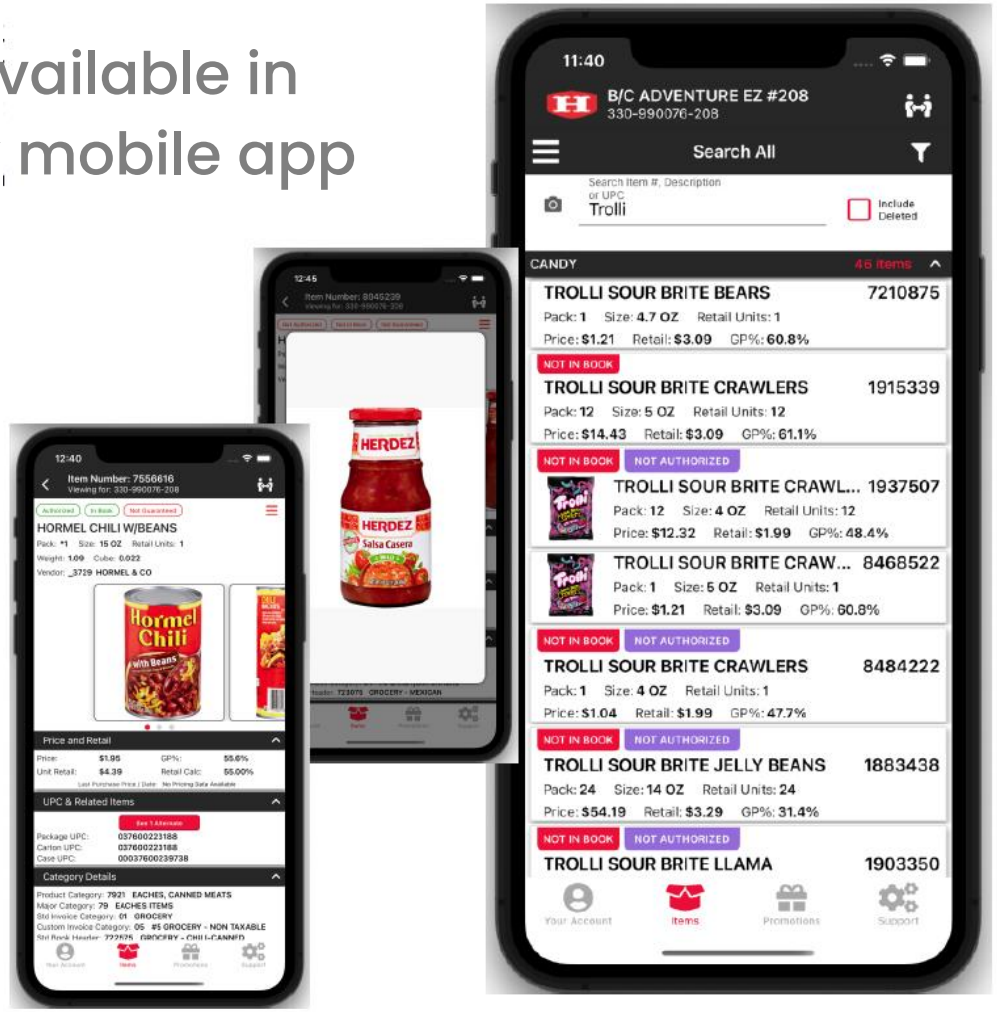
Item Images Improvement

Images will also be available in the new H.T. Hackney mobile app



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What is GDSN Data Synchronization?

- **Data Synchronization** is the electronic transfer of trade items with ***standardized item number*** and ***location*** information and the continuous synchronization of that data over time.
  - Global Trade Item Number (GTIN)
  - Global Location Number (GLN)

- Utilizes the Global Data Synchronization Network (GDSN), which makes it easy for trading partners to share information seamlessly, even when they subscribe to different GDSN-certified data pools
- The continuous synchronization of that data over time between two or more parties as part of an ongoing business process

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Why Should You Participate in the GDSN?

- **Efficiency** of data exchange: "One-to-many" in a standard format

- **Accurate data:** the built-in validations for packaging configuration and other attributes, ensure your data is accurate before shared with your customers

- Allow your business with H.T. Hackney succeed and grow

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How To Participate

If you would like to join this initiative and your organization is currently a member of a GDSN certified data-pool:

1. Complete the HT Hackney Trading Partner Form
2. Review the HT Hackney Implementation Guide
3. Review the HT Hackney Attribute List
4. Send your product content to H.T. Hackney via 1WorldSync Item Management or your currently subscribed GDSN data pool provider
   - Publish your GDSN Item Content to the **HT Hackney GLN 0850012897002**

***If you are a supplier not currently participating in the GDSN and would like to get started, please reach out to businessdevelopment@1worldsync.com or call 1WorldSync at +1 866.280.4013.**

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Where to find resources

[H.T. Hackney Customer Page]

https://www.1worldsync.com/hthackney

H.T. Hackney

Trading Partner Form

Share

GDSN Communications

H.T. Hackney Supplier Letter

Key Documents

H.T. Hackney Implementation Guide

H.T. Hackney Attribute List

Helpful Links

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Timeline

We are LIVE now!

Complete the H.T. Hackney Trading Partner form by no later than – **July 15, 2022**

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Additional Resources Available

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Item Management Playlist

What is a playlist?

- A playlist is a functionality available within our 1WorldSync Item Management (IM) platform that allows for suppliers to add a specific view of attributes and validations onto their items to easily locate and know a recipient's requirements
- Playlist puts a focus on getting items compliant from the initial setup to alleviate the headache of reviewing after the fact and making additional revisions
- The H.T. Hackney playlist is free for all 1WorldSync Item Management subscribers
- Playlist was added as of May 2022 Item Management Update

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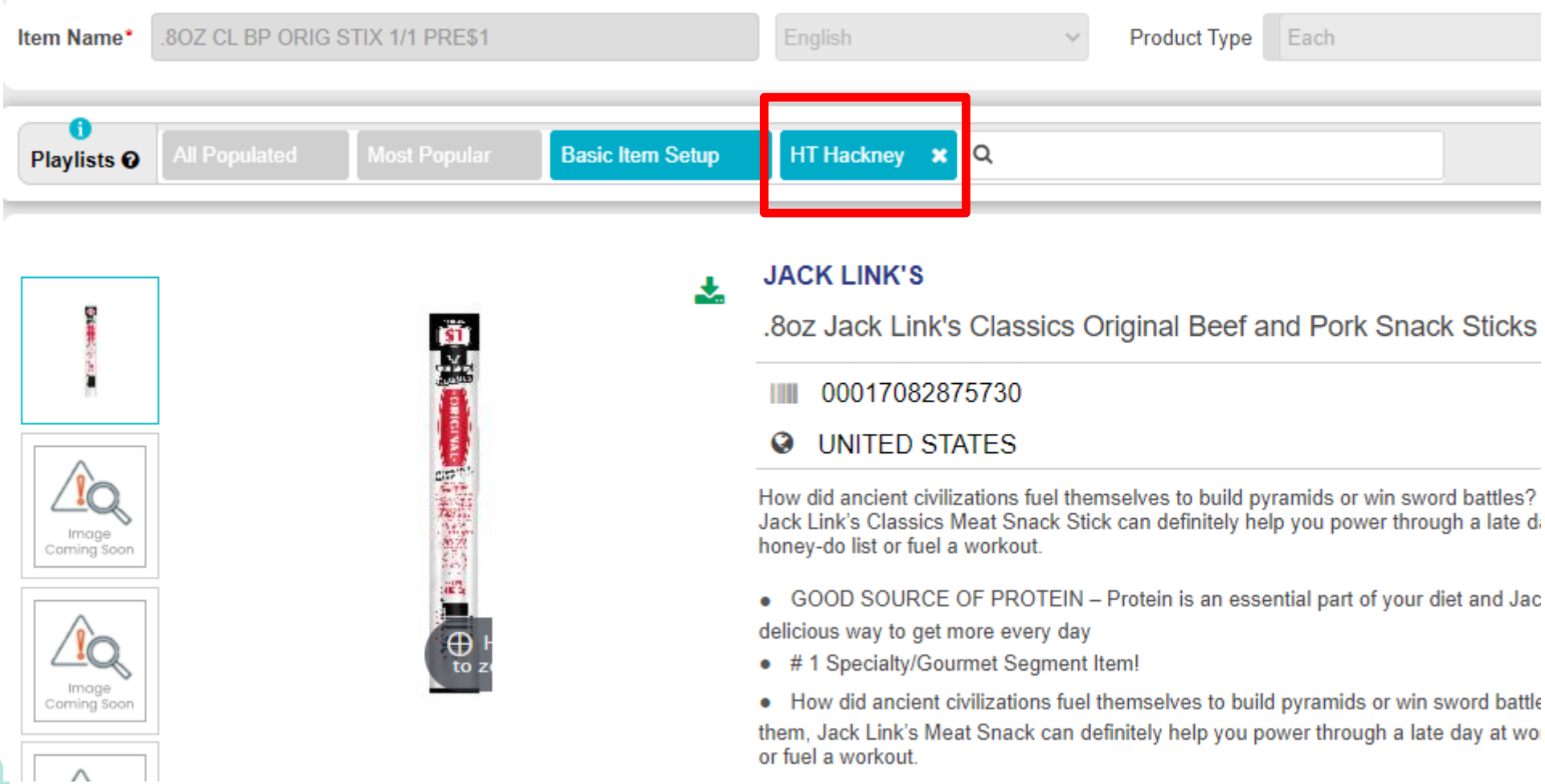
Item Management Playlist

- To activate the H.T. Hackney playlist go into an existing item within the 1WorldSync Item Management (IM) platform and start to type in “HT Hackney” under the playlist search field
- Once the H.T. Hackney playlist option appears, simply click it to have it applied to your item



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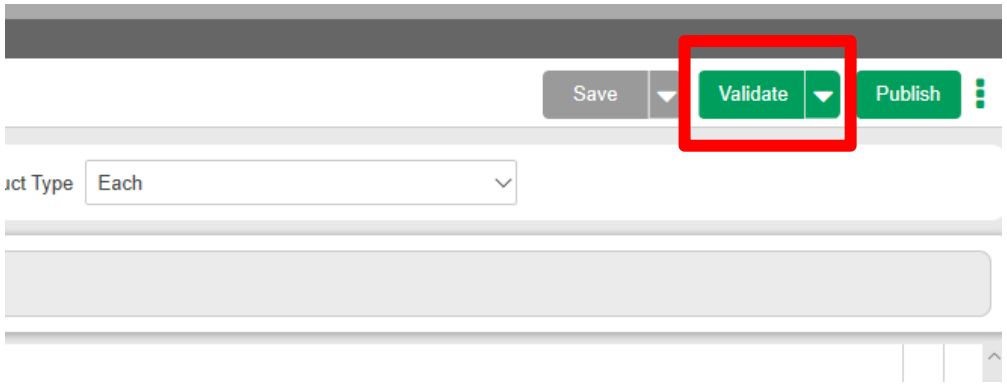
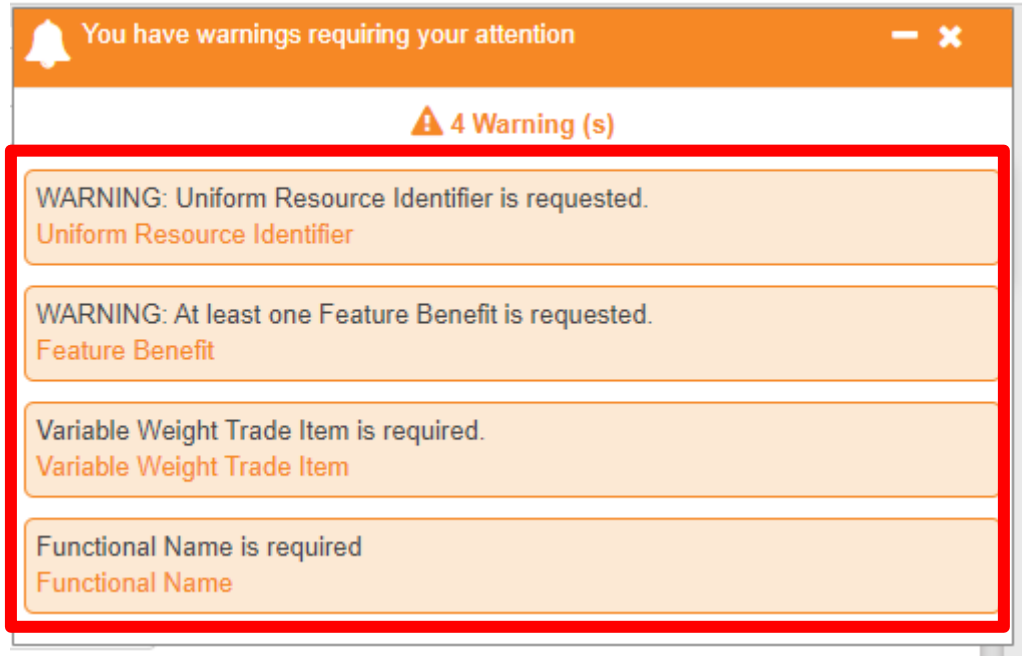
Item Management Playlist

- Once the H.T. Hackney playlist is applied you can hit the “validate” button, in the top right hand corner of your screen, to review any additional H.T. Hackney required attributes that are not present on your item





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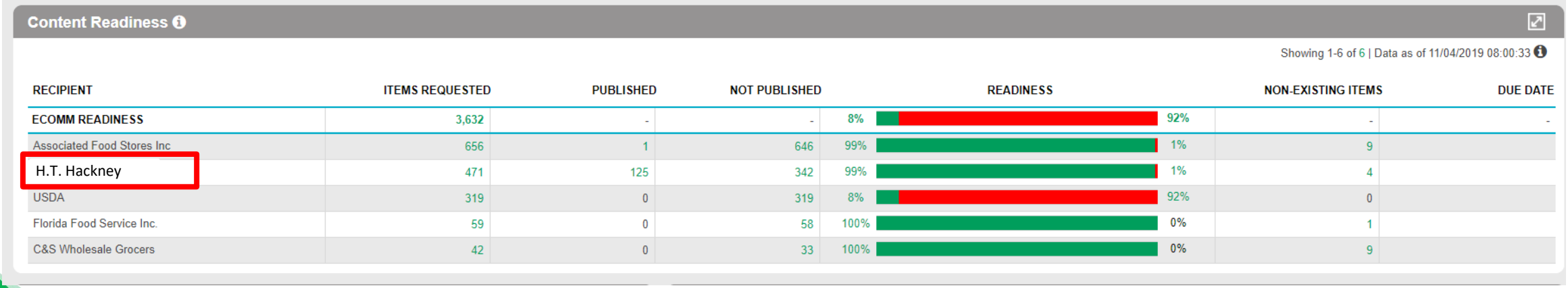
Content Readiness Dashboard

What is Content Readiness?

- Content Readiness is a widget within the Item Management GUI that will outline several key points for H.T. Hackney suppliers and how well they are doing with items requested for GDSN synchronization by H.T. Hackney
- This tool will update overnight to reflect new items published, current playlist errors corrected, and new items added into IM that were requested by H.T. Hackney



Content Readiness

Showing 1-6 of 6 | Data as of 11/04/2019 08:00:33

RECIPIENT	ITEMS REQUESTED	PUBLISHED	NOT PUBLISHED	READINESS	NON-EXISTING ITEMS	DUE DATE
ECOMM READINESS	3,632	-	-	8% 92%	-	-
Associated Food Stores Inc	656	1	646	99% 1%	9	
H.T. Hackney	471	125	342	99% 1%	4	
USDA	319	0	319	8% 92%	0	
Florida Food Service Inc.	59	0	58	100% 0%	1	
C&S Wholesale Grocers	42	0	33	100% 0%	9	

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Data Loading & Maintenance

1WorldSync's team of data experts will quickly **format, load** and **publish your data.**

Relieve Resources

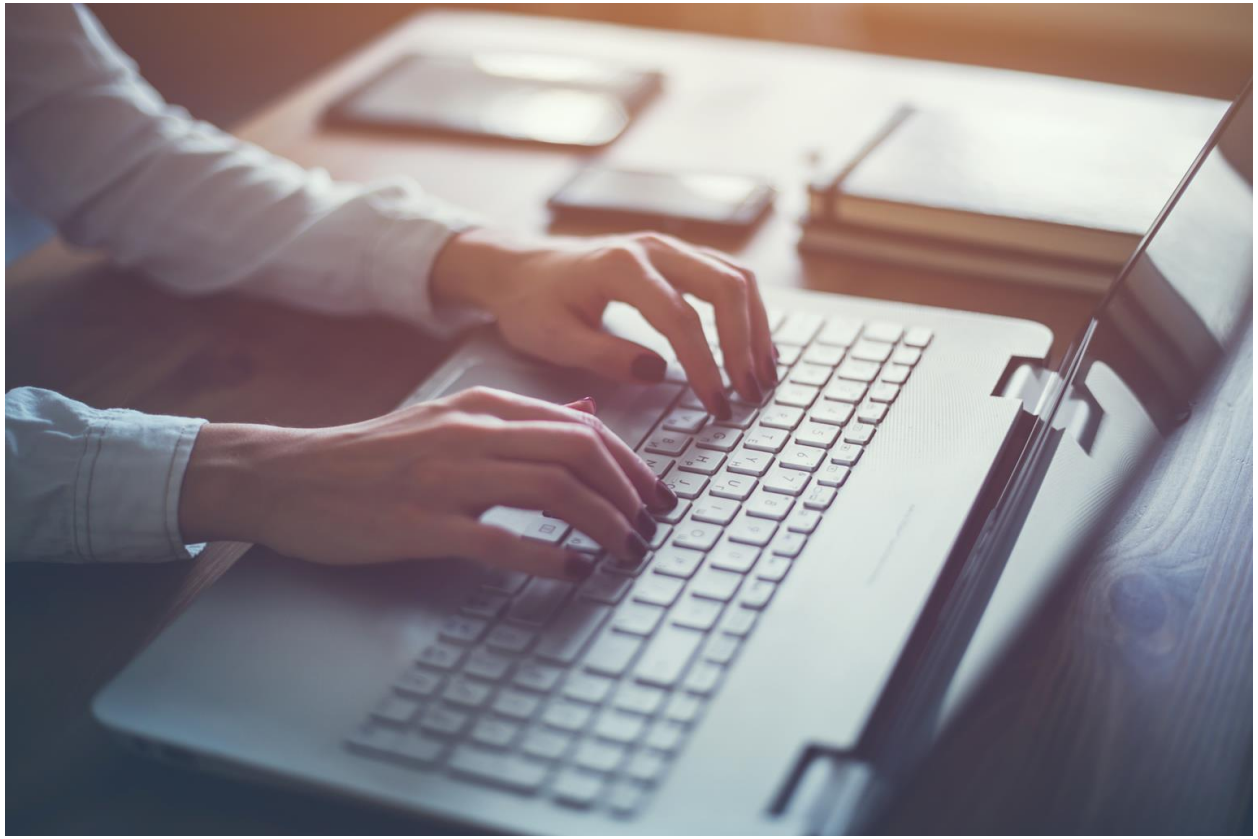
Allow your team to work on more productive projects

Simplify the Process

Provide your product information and 1WorldSync will do the rest

Meet Compliance

1WorldSync identifies requirements & resolves issues



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Flexible Image Capture Solutions

STUDIO SERVICES

Ship your products to 42,000 sq-ft Chicago studio for image capture

ON-LOCATION SERVICES

Set up a studio with expert photographers in your DC or warehouse

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Q&A

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Thank you

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