



H.T. Hackney Content Acquisition via GDSN

June 29, 2022

Our Team



H.T. HACKNEY

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Manager – H.T. Hackney*

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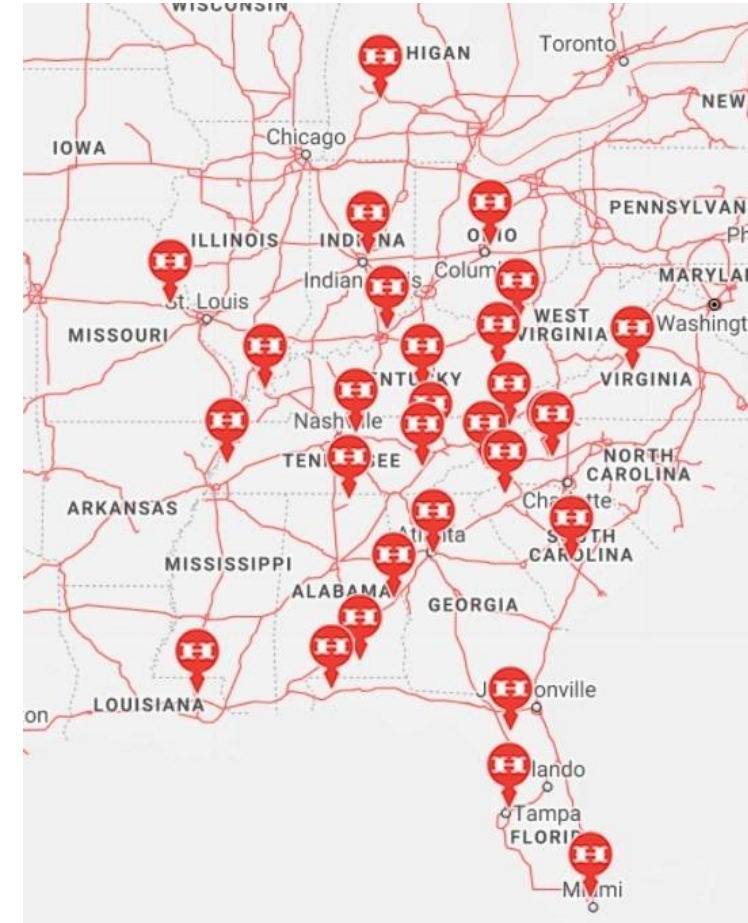
Paul Meunier

Account Executive – 1WorldSync

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.



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

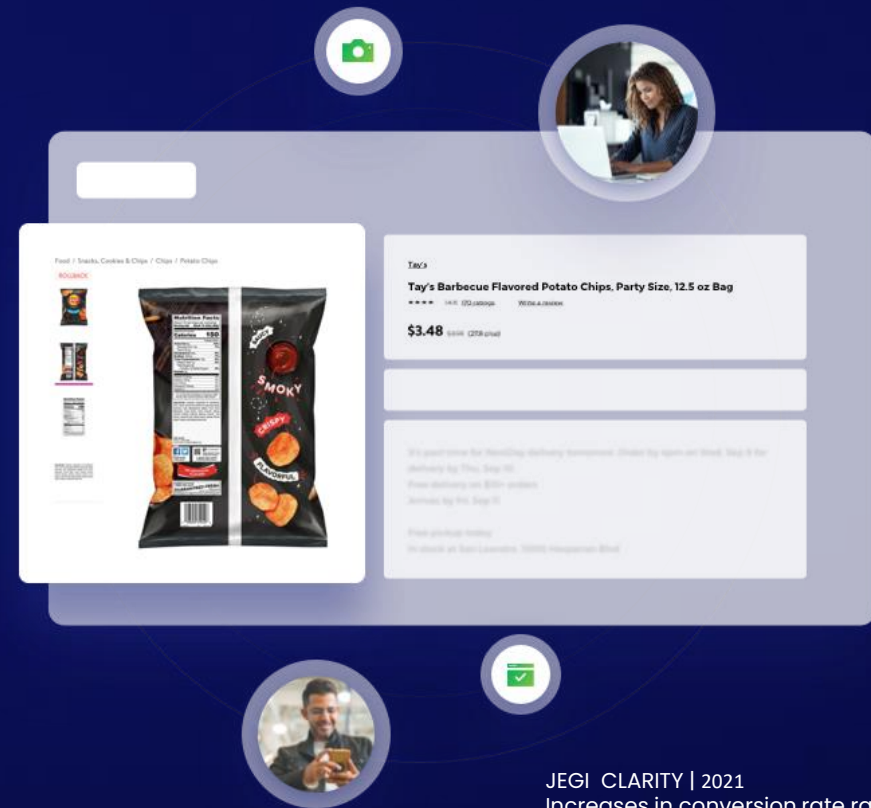
H.T. Hackney Product Content Goals

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.)

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%

Item Images Improvement

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



[Online Ordering](#)
[Order Foodservice](#)
[Order Promotions](#)
[Order Novelty](#)

H.T. HACKNEY
Customers ▾
Vendors ▾
Associates ▾
Category Management ▾
Links ▾

Item Detail Print Friendly

LG


Home > Item Search > Item Selection

Prepared For:
Individual Chain Stores:
CHEVRON FOOD MART - 527099 001

ALMOND JOY

Item: 1531029

Pack: 36
Size: 1.61 OZ
Retail Units: 36



Price & Retail Information	
Taxes	Unit Retail: \$1.49 GT Edit
	Retail Calc: Fixed
	Price: \$28.02 PC
	GP%: 47.8

UPC Codes	
Package:	034000003204
Carton:	034000903207
Case:	10034000003201

Item Size	
Weight	4.19
Cube:	.122

Item Availability										
Warehouse	In Book	Qty Avail	Qty On Order	Order Date	Guar.	Sts	Last Purchase Date	Last Price Paid	Whse Movement	Buyer
020		165	84	6/13/22	✓	A		\$.00	View	JEFF SIMPSON (01)
030		58			✓	A		\$.00	View	BRANDON COLLAKE (08)
060		68			✓	A		\$.00	View	DANNY MULL CANDY/GUM (20)

Item Images Improvement

The screenshot displays a retail management system interface for H.T. HACKNEY. The main page shows 'Item Detail' for 'ALMOND JOY' (Item: 1531029). A modal window titled 'ALMOND JOY Product Image' is open, showing a high-quality image of the candy bar. The background interface includes a navigation menu, a breadcrumb trail, and a table for 'Item Availability'.

Item Detail
LG
Home > Item Search > Item Selection

Prepared For:
Individual Chain Stores:
CHEVRON FOOD MART - 527099 001
ALMOND JOY
Item: 1531029

Price & Retail Information

Taxes	Unit Retail:	\$1.4
	Retail Calc:	Fixed
	Price:	\$28.
	GP%:	47.8

Item Availability

Warehouse	In Book	Qty Avail	Qty On Order	Ord
020		165	84	6/15
030		58		
060		68		
090		106		
110		163	12	6/14/22

ALMOND JOY Product Image

Done

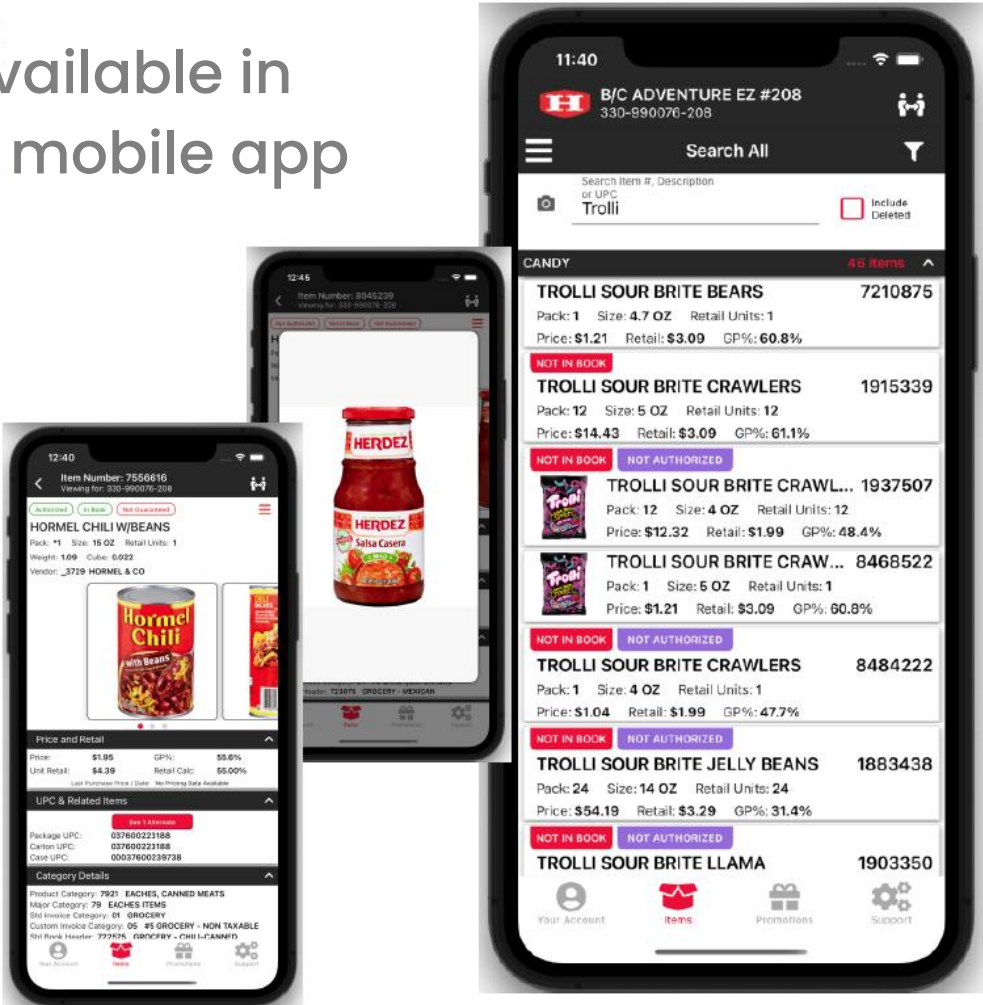
Item Size

Weight	4.19
Cube:	.122

MPSON (01)
ON COLLAKE (08)
MULL CANDY/GUM (20)
UNCE (04)
RICO DAZA - CANDY (02)

Item Images Improvement

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



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



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

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 IWorldSync 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 IWorldSync at +1 866.280.4013.**

Where to find resources

[H.T. Hackney Customer Page](https://www.1worldsync.com/hthackney)

<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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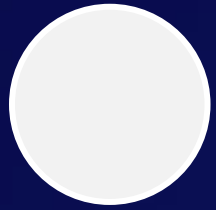


Our strategically located distribution centers enable us to provide a 22 state distribution network.

Timeline

We are LIVE now!

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



Additional Resources Available

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

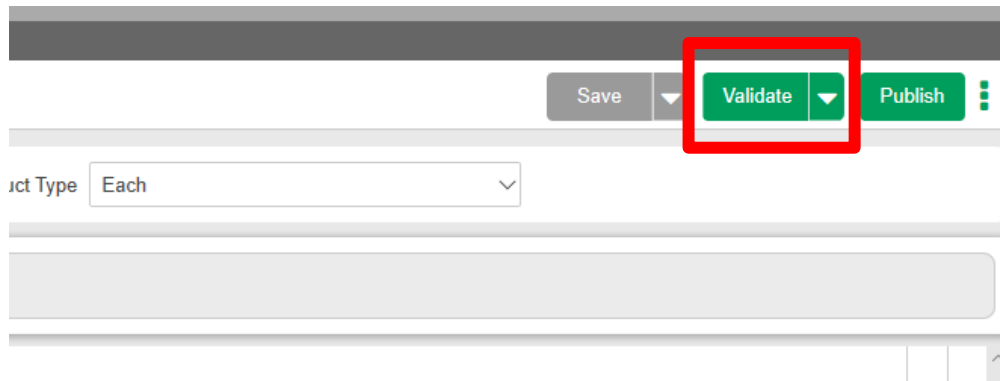
Item Management Playlist

- To activate the H.T. Hackney playlist go into an existing item within the IWorldSync 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

The screenshot shows the IWorldSync Item Management interface. At the top, there are input fields for 'Item Name' (containing '.8OZ CL BP ORIG STIX 1/1 PRE\$1'), a language dropdown (set to 'English'), and a 'Product Type' dropdown (set to 'Each'). Below these is a 'Playlists' section with buttons for 'All Populated', 'Most Popular', 'Basic Item Setup', and 'HT Hackney'. The 'HT Hackney' button is highlighted with a red box. To the right of the 'HT Hackney' button is a search input field containing 'HT Hackney' and a magnifying glass icon. Below the playlists is a product image of a Jack Link's Classics Original Beef and Pork Snack Stick. To the right of the image is the product name 'JACK LINK'S .8oz Jack Link's Classics Original Beef and Pork Snack Sticks', a barcode with the number '00017082875730', and the country 'UNITED STATES'. Below this is a paragraph of text: 'How did ancient civilizations fuel themselves to build pyramids or win sword battles? Jack Link's Classics Meat Snack Stick can definitely help you power through a late d. honey-do list or fuel a workout.' and a list of bullet points: 'GOOD SOURCE OF PROTEIN – Protein is an essential part of your diet and Jac delicious way to get more every day', '# 1 Specialty/Gourmet Segment Item!', and 'How did ancient civilizations fuel themselves to build pyramids or win sword battle them, Jack Link's Meat Snack can definitely help you power through a late day at wo or fuel a workout.'

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



The screenshot shows a portion of a web application interface. At the top, there is a dark grey header bar. Below it, a light grey bar contains three buttons: 'Save', 'Validate', and 'Publish'. The 'Validate' button is highlighted with a red rectangular box. Below the buttons, there is a dropdown menu labeled 'Object Type' with 'Each' selected. The rest of the interface is partially obscured by a grey bar.








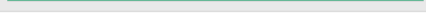
The screenshot shows a notification window with an orange header. The header contains a bell icon, the text 'You have warnings requiring your attention', and window control icons. Below the header, there is a warning icon and the text '4 Warning (s)'. The main content area contains four warning messages, each with a title and a subtitle:

- WARNING: Uniform Resource Identifier is requested.**
Uniform Resource Identifier
- WARNING: At least one Feature Benefit is requested.**
Feature Benefit
- Variable Weight Trade Item is required.**
Variable Weight Trade Item
- Functional Name is required**
Functional Name

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				

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



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

Q&A

A dark blue world map is centered in the background of the slide. The text "Thank you" is overlaid on the map in a large, white, sans-serif font.

Thank you