



Product Content Synchronization

November 9, 2022

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Featured Speakers



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Kwik Trip

Chain of convenience stores in mid-west region

Family-owned company, founded in 1965 that is based in La Crosse, Wisconsin.

More than 800 retail locations, across multiple states

Bakery, Kitchen, Dairy, Distribution and Transportation divisions, which allow us to produce our own fresh, quality products.



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Product Content

Key to ensure food safety and quality control

Goals:

1. Receive product information directly from the brand owners via standardized industry solution – trusted source of truth
2. Operationalize the brand verified product information in our current item workflows – through planned integrations to our ERP and Point of Sale systems
3. Reduce issues and cost caused by incorrect or missing product data – increasing data quality and preparing for future Master Data Management (MDM) initiative



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Kwik Trip and IWorldSync

1. Partnered to receive product information from brand owners or suppliers
2. Collaborating to engage brands for sharing product information with Kwik Trip
3. IWorldSync is managing communication, education and support to suppliers to get involved and participate



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GDSN and Data Synchronization

GDSN is world's largest product data network of:

1. **Information providers** such as brands, or suppliers
2. **Information requesters** such as convenience stores, retailers, ecom companies, etc.
3. **Data pools** such as IWorldSync who provide system or platform to enable the sharing of product information via GDSN method

Data Synchronization is the process of sharing all product data via a data pool with participating customers

1. Product attributes that can be exchanged via GDSN solution include supply chain, compliance, regulatory, marketing, digital assets and much more



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Benefits to Brands

1. Standard industry solution that allows consistency of product data across all channels and trading partners
2. Efficiency of data exchange: "One-to-many"
3. Built-in validations for packaging configuration and other attributes, ensure your data is accurate before shared with us and your other customers
4. Widely used data validations for completeness and accuracy helps drive the cost low
5. Enables Kwik Trip to succeed and grow our and your business



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Get Started

1. Complete Kwik Trip Trading Partner form at <https://1worldsync.com/kwiktrip>
2. Review KwikTrip data synchronization implementation process and steps at <https://1worldsync.com/kwiktrip>
3. Work with your chosen data pool service provider to synchronize with **Kwik Trip GLN 0039779000003**
4. If not subscribed to a data pool, please contact IWorldSync at businessdevelopment@1worldsync.com



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Where to find resources

[Kwik Trip Customer Page](https://www.1worldsync.com/kwiktrip)

<https://www.1worldsync.com/kwiktrip>

Kwik Trip

Trading partner form ▾

Share

✉ [f](#) [in](#) [t](#)


GDSN Communications

➔ [Kwik Trip Supplier Letter](#)

Key Documents


➔ [Kwik Trip Implementation Guide](#)


➔ [Kwik Trip Attribute List](#)



Who is Kwik Trip?

Since 1965, Kwik Trip has been a family-owned company, based in La Crosse, Wisconsin. Kwik Trip has more than 28,000 employees and 700+ retail locations, across multiple states in the upper Midwest of the United States. With our own Bakery, Kitchens, Dairy, Distribution and Transportation divisions, we produce much of what we serve ourselves and deliver it right to your local store every day, so you always get fresh, quality products.






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Additional Resources Available



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1WorldSync Community Platform

<https://community.1worldsync.com/>

- Provides real-time access to knowledge, education, and additional support to drive your success.
- Interactive forums
- 1WorldSync Academy
- Knowledge Base
- Document library



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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 Kwik Trip playlist is free for all 1WorldSync Item Management subscribers

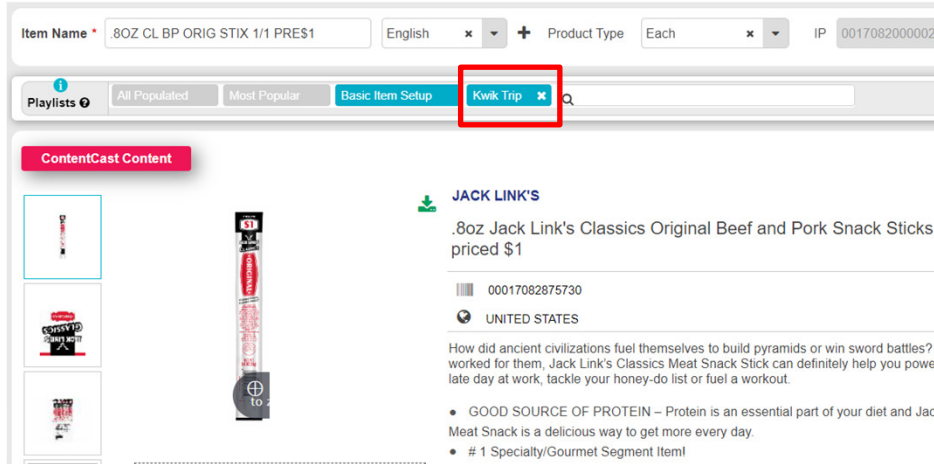


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Item Management Playlist

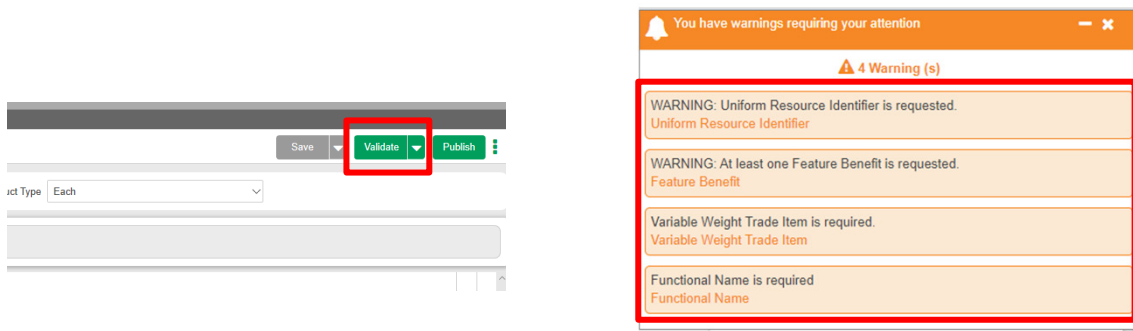
- To activate the Kwik Trip playlist go into an existing item within the 1WorldSync Item Management (IM) platform and start to type in "Kwik Trip" under the playlist search field
- Once the Kwik Trip playlist option appears, simply click it to have it applied to your item



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Item Management Playlist

- Once the Kwik Trip playlist is applied you can hit the "validate" button, in the top right hand corner of your screen, to review any additional Kwik Trip required attributes that are not present on your item



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Content Readiness Dashboard

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

Recipient	Items Requested Items Not Created	Playlist Readiness	Published Unpublished	Due Date
Kwik Trip, Inc 0039779000003	63 Requested 0 Not Created	96%	51 12	-
MEIJER INC. 0041250000006	51 Requested 0 Not Created	100%	51 0	-
Schnuck Markets Inc 0041318001501	29 Requested 3 Not Created	100%	26 0	-
Associated Wholesale Grocers 0070038000006	69 Requested 0 Not Created	100%	65 4	-
Target 0085239000007	33 Requested 0 Not Created	100%	23 10	-
Wakefern Food Corp. 0341190000006	16 Requested 0 Not Created	100%	6 10	-



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Data Loading & Maintenance

IWorldSync'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 IWorldSync will do the rest

Meet Compliance

IWorldSync 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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