

## **OVERVIEW**

Global Data Synchronization (GDS) is the preferred method for new item creation in the UNFI Conventional item management system. Suppliers should publish all new items via GDS which is fully integrated with our eNewItem portal on SVHarbor. New items manually created in SVHarbor/eNewItem by GDS suppliers may be rejected, and requested that they be published via GDS. Ongoing item changes should be entered into the GDS Network allowing for the continuous synchronization of that data.

## **BENEFITS**

As part of UNFI's continuing focus to improve supply chain efficiencies, UNFI has worked with other retailers and suppliers to help build the GDSN. Data synchronization provides tangible benefits for retailers and suppliers. Accurate item information is critical to every step in the supply chain; reducing friction that creates expense for retailers, distributors, and suppliers. Furthermore, the synchronization of product images and other consumer facing attributes is vital to the implementation of eCommerce selling strategies and developing successful marketing materials.

Implementing Global Data Synchronization with accurate and complete information allows UNFI to drive the sales of your product.

### **For Retailers:**

- Improves processes at all points of the supply chain
- Drives efficiencies in internal logistics
- Reduces costs within the supply chain
- Enables the implementation of eCommerce solutions

### **For Suppliers:**

- Increases speed-to-shelf for new items
- Decreases invoice deductions
- Accurate supply chain attributes (weights, dimensions, ti/hi, etc.) improve outbound logistics processes
- Creates a single source of truth, enabling a single point of control to publish to many retailers
- Reduces manual data entry of 100+ attributes into retailer/distributor portals

### **For Both:**

- Enables real time updates for item maintenance
- Decreases hand keying for creation and maintenance of items
- Facilitates the accuracy of product data
- Enables electronic review and approval processes
- Reduces out-of-stocks
- Reduces shelf-tag and checkout errors in stores
- Builds the foundation for electronic collaborative commerce