GS1 Australia

Visibility Provides Security

Beating the problem of Fraudulent Certificates

GS1 in a nutshell

Australia

GS1 is the most widely used supply chain standards system in the world

- We are **not-for-profit** organization
- We are **neutral** from business partners
- We are **user-driven** and **governed**
- We **serve all companies**, from multinationals to SMEs
- We are a **platform for collaborative agreements** between business partners
- We believe that **our people** – employees and associates – **are our most important asset**

![GS1 Australia logo] **Australia**

GS1 Member Organisations

Countries with a
GS1 Member
Organisation

Countries served on a
direct basis from GS1
Global Office (Brussels)

**108 Member Organisations.
153 Countries served.
Local services, global reach.**

GS1's Brand Architecture

Vision: An Interconnected World

GS1 Australia

Manufacturer

Logistics

Retailer ——————— **Consumer**

Product Visibility

Track and Trace/ Anti-Counterfeiting

Targeted Marketing

Enhanced Consumer Experience

EPCglobal Network

Enterprise

Business Applications

Trillions of Products Networked Together
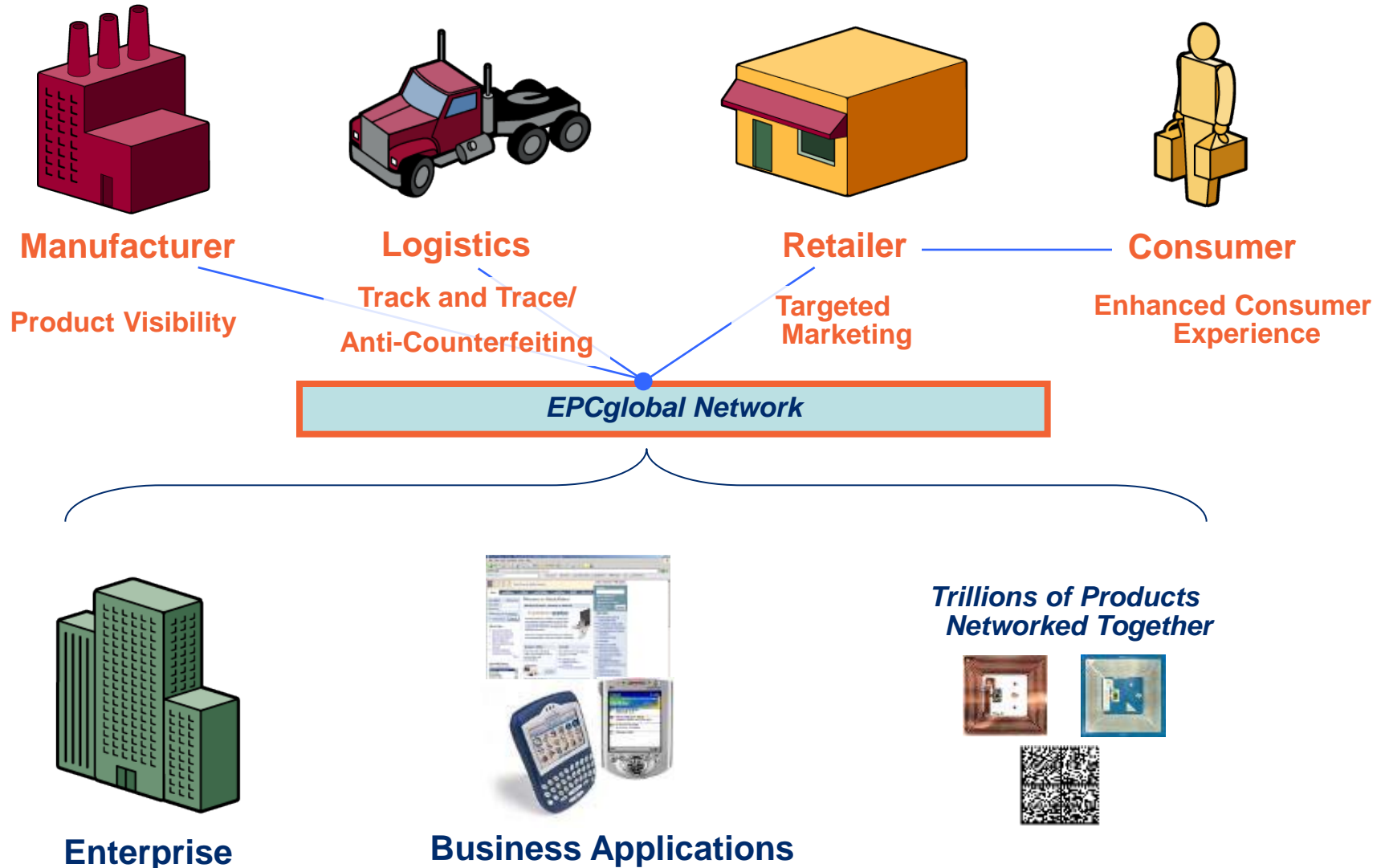
Its all about visibility

Australia

What is visibility?

- "Seeing" objects across a supply chain
    - What, where, when and why
- Sharing information
    - Across an enterprise, between trading partners, across the world
    - Sharing information based on GS1 identification keys
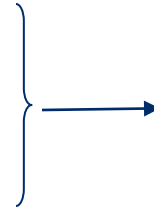
GS1 EPCglobal Standards enable

- *Data capture* – what, where, when
- *Adding value to data* – why
- *Sharing information securely* – known and unknown trading partners

Business Use Cases for Visibility
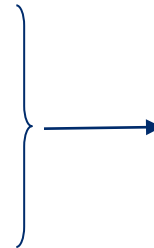
Inventory Visibility

- Product Visibility
- Asset Visibility
- Recalls

> **Visibility enables traceability of products**

Brand Protection

- Counterfeit
- Diversion, Gray Market
- Channel Management

> **Visibility enables traceability and authentication of products**

Chain of Custody

- Track and Trace
- Electronic Pedigree

> **Visibility supplies the custody information for creating authenticated chain of custody**

A new context for transport, logistics and customs

The use of information technologies in business practices have revolutionised the way customs and logistics are organised and conducted. GS1 standards play a key role.

Logistics of the past: A passive, cost-absorbing function

Logistics now: A highly strategic factor, capable of providing a unique competitive advantage

GS1's Actions in Response

- Memorandum of Understanding **between GS1 and WCO** to provide a framework for further collaboration

- **GS1 UCR Pilot Projects**, joint Customs and Trade initiatives to address supply chain security and trade facilitation

- **EPC TLS Pilot projects** to demonstrate global product and asset visibility utilizing EPCIS

- A number of **GS1 MO's** (including US, Germany, Netherlands, India…) are already actively working with their national Customs administrations, in international forums, at WCO …

- **Global Shipment Identification Number (GSIN)**, the GS1 ID Key created specifically to meet requirements of the WCO for the unique identification of shipments

- **Roadmaps** to engage with the Customs Sector

SSCC/UCR Pilot Project, Phase 1

From Hardy's Australia to Constellation UK

From Diageo Scotland to Diageo Australia

Phase 1 Findings

The GS1 SSCC can be used as a UCR number for Customs purposes.

In fact, using the GS1 SSCC would provide companies with **enhanced traceability** in international supply chains.

Exporters, carriers, customs agencies, importers would benefit from:

- predictability of information
- enhanced security
- reduced compliance costs

"Our pilot test with GS1 demonstrated that their Serial Shipping Container Code can be used as a UCR to provide Customs Administrations and other stakeholders with the key data they require through the international supply chain."

Michel Danet
Secretary General, WCO

Speaking at GS1 Global Forum February 2008

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