GS1 UK

TrueSource

Your product data solution for retail, foodservice and healthcare

What is TrueSource?

TrueSource is an online data pool that makes it easy for you to receive accurate and up-to-date product data from all your suppliers

With TrueSource your suppliers simply enter their product data once, into a single industry-standard data pool. This means they can manage, maintain and share their data in one place.

They publish their data to you, and other customers they trade with, via the Global Data Synchronisation Network (GDSN). Data published to the GDSN is stored in a consistent, industry standard format – so you know all your suppliers will provide you with their product data in the same format.

Receive all your supplier's product data – simply and efficiently

With TrueSource you can:

- Receive all your supplier's product data through one service
- Ensure all the product data is accurate and up-to-date
- Reduce costs by benefitting from data formatted to a single, global, industry standard
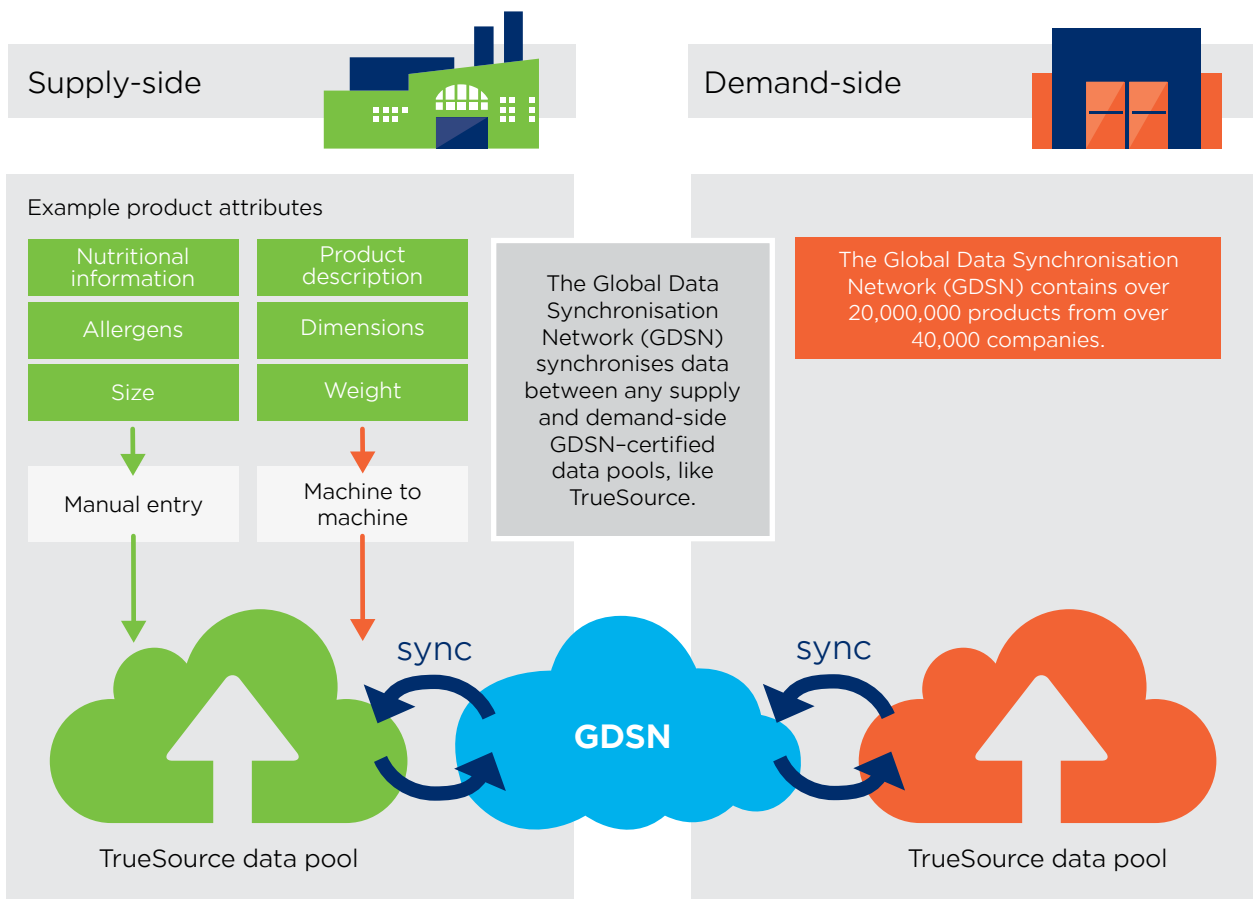
Making it easy for your suppliers

With TrueSource your suppliers can:

- Enter their product data once, into the easy-to-use TrueSource web portal
- Manage and update their product data in one service, ensuring there is just one single source of accurate and up-to-date data
- Provide their product data to multiple customers – through the same service

TrueSource and GDSN in action

Thanks to GDSN you and all your suppliers can share product data in real-time – when your suppliers update their product data, your systems will be updated too.

| Supply-side | | Demand-side | |

Example product attributes

Nutritional information	Product description
Allergens	Dimensions
Size	Weight

| Manual entry | Machine to machine |

The Global Data Synchronisation Network (GDSN) synchronises data between any supply and demand-side GDSN–certified data pools, like TrueSource.

The Global Data Synchronisation Network (GDSN) contains over 20,000,000 products from over 40,000 companies.

sync   **GDSN**   sync

TrueSource data pool   TrueSource data pool

Implementing TrueSource in your company

TrueSource will provide great benefits to your company. And we can provide you with the perfect support to make sure you get the most from it

TrueSource is the perfect solution for managing your product data with your suppliers. But for many companies this is only part of the solution. Our professional services experts will work with you and your business to develop and implement a full master and product data management strategy. And our supplier community team is here to help you get your suppliers up and running in no time at all.

Consultancy that delivers lasting transformational change

Our team of professional services experts help deliver lasting transformational change. We aim to truly understand your business priorities. And we enable you to benefit from industry best-practice, working pragmatically with you so you achieve your goals.

Helping your supplier community to do it right – first time, every time

Our experienced supplier community team is here to help you help your suppliers meet your trading requirements – using TrueSource and GS1 standards. The key to this service is that it's tailored around your needs. We understand the dynamics of your trading relationships and we are in a unique position, as an independent and not-for-profit membership organisation, to consult and advise suppliers on best practice to achieve the desired results.

Contact us today

Many of your suppliers are ready and waiting to share their product data with you today, using TrueSource.

Contact us today to find out more on **0808 178 8794**, by email at **truesource@gs1uk.org** or visit **www.gs1uk.org/truesource**.

Contact us

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