



Business Partnerships – On the critical path to Success

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Who is GS1 Australia?

Formerly EAN Australia

Member of GS1

Not for profit Industry Association

Subscription based organisation

Our role is to administer the GS1 System in Australia

Approximately 16,500 members

Working with over 18 industry verticals

GS1 Australia Office at Botany, Sydney



GS1 Australia Office at Mt Waverley, Melbourne





What Standards do GS1 'do'?



Global standards for automatic identification

Many different types of barcodes for different uses



The environment for global data synchronization

Known as Data Sync, is the electronic exchange of item and price information



Global standards for electronic business messaging

Known to most as EDI, e-messaging can remove many manual, paper transactions



Global standards for RFID-based identification

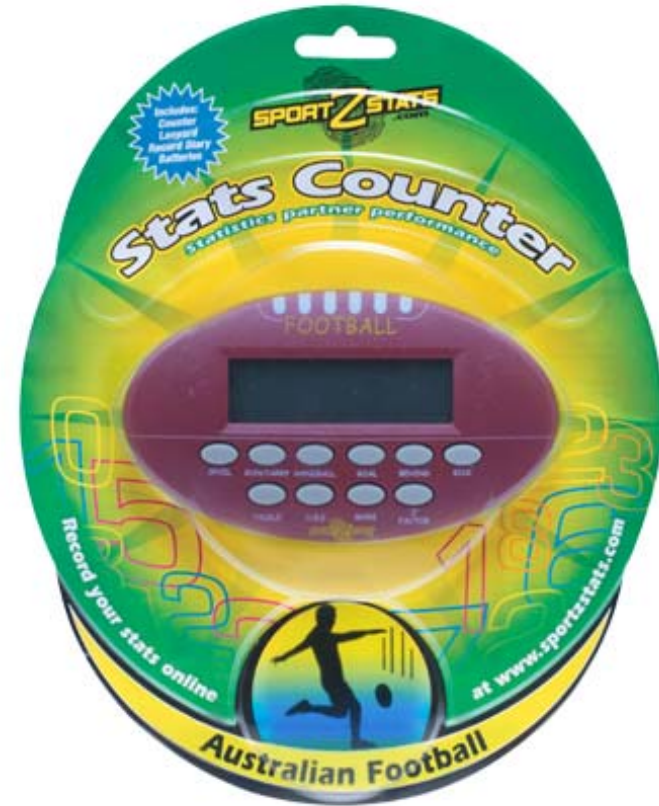
RFID – A smarter barcode with more information allowing for real time visibility in the supply chain and improved consumer experiences



The SportZstats Case Study

- **Possibly one of the most common problems facing individuals or companies with a great new product or idea**

How to not only get into a major retailer, but to comply with their e-trading requirements, without major investment in IT systems and warehousing??





The SportZstats Case Study

Business entrepreneur Peter Daicos designed and drove the idea of a statistics counter for kids

Teaming with Rino Presutto to get it to market was the next major step in realising his goals

With Rino's experience in the distribution of sporting goods, it was a perfect match!





The SportZstats Case Study

However, to get to the next level of distribution volumes and IT systems, both agreed they needed the additional help of a 3rd Party Logistics (3PL) provider

After reviewing the available options, Rino chose local 3PL provider, Supply Linq

Supply Linq is able to handle incoming orders from retailers by translating it to a simple fax for SportZstats P/L

Rino also knew that no retailer was going to accept the product without a proper bar code, so after we met at this forum last year, he contacted GS1 to get started



The SportZstats Case Study

After joining, Rino was able to assign numbers to both the product and the carton and was then able to comply with Kmart (and others) requirements of having both levels of packaging correctly numbered with unique numbers

**Kmart use a wide range of industry standards when they place orders electronically. Eg:
E-Messaging standards
Numbering and Bar Coding Standards**





The SportZstats Case Study

Supply Linq set themselves up to enable their customers to be 'buffered' from the technical aspects of standards compliance but still able to efficiently run their own businesses

SportZstats is a perfect example of what the bulk of GS1 members want from us:

Fast service

Ability to comply quickly

Good support when needed

Options to extend beyond the barcode if, and when, needed



The SportZstats Case Study

“Supply-LINQ has recognised the importance of eCommerce in improving efficiencies in the supply chain. We have been an Alliance Partner with GS1 Australia since 2003 and have worked with GS1 to assist retail suppliers in meeting the electronic trading requirements of the major retailers.” David Greive, General Manager Supply Linq

Of Supply Linq, Rino stated, **“I went onto the Supply Linq website and I was impressed with their logistics. Their service was excellent and they are very much hands on”**



Conclusion

SportZstats are able to focus on the product and leave the supply chain aspects to Supply Linq

Supply Linq provide the business rules to ensure replenishment goes smoothly and stores don't run out of stock

GS1's role is minimal, but without the standards this 3 way relationship would be fraught with manual tasks that would be tying up Rino's and Peter's time with excessive administration tasks



Thank you

Questions?





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