

## DATA ALIGNING IN A SUPPLY CHAIN THROUGH GLOBAL DATA SYNCHRONIZATION STANDARDS AND EPC GLOBAL COORDINATED BY GLOBAL COMMERCE INITIATIVE

Virgil POPA<sup>1</sup>

**Abstract:** *The GDS vision it is focused around Master Data for “Article”, “Location”, and will be added soon after that. Master Data represents a set of data that describes the specification and structure of each Product (or Article) and Locations (or Parts) involved in the supply chain processes, through key identifiers, Global Trade Item Number (GTIN) and Global Location Number (GLN), Serial Shipping Container Code (SSCC).*

*Global Registry of GSI and interoperable Data Pool are the fundamental elements of the GDS process. The most important role of Global Registry oh GSI is to make sure that the initial data are registered only one time, in one place. Data Pools allows the publication of certified standard data and the subscription to this data.*

*Obtaining the benefits promised by ePC based on RFID will be possible if the networks solve also the inaccuracy data problem that exists today in the supply chains, mostly in retail.*

*EPC GLOBAL develops standards for the radio frequents where RFID will operate to assure the global alignment of labels and readers.*

**Key words:** Supply Chain, Alignment, Efficient Consumer Response, Global Data Synchronization, Global Trade Item Number (GTIN), Global Location Number (GLN), Serial Shipping Container Code (SSCC), Global Commerce Initiative, RFID, EPC, Data Pools, Global Registry, Food Traceability, Data Traceability.

The right moment for adapting a global systemic language in the fast moving consumer goods industry is now mature. From adopting and implementing these voluntary global systemic standards it will result benefices for the manufacturers and the suppliers, like income and productivity increasing, reducing working capital and the increasing consumer satisfaction. Especially Global Data Synchronization (GDS) will lead to a decreasing of the supply chain costs of 1.3%.

A supply chain is optimized when the right quantity of products is available at the right place, at the right time. This dream can be reached now, by introducing GDS. The potential benefits are huge enormous. The industry can

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<sup>1</sup> Prof. Ph. D. ECR Department Valahia University of Târgoviște