



GSMP GTIN+ on the Web Mission-specific Work Group

Develop the technology and structure for online representations of elements of the GS1 System of Standards, including GS1 Keys, Attributes, and Attribute Values allowing Brand Owners and Retailers of any size to have more control over how their web pages and products and offerings are understood by the search engines and apps of the world.



What business challenges are being solved?

As search engine technology is becoming smarter and relying increasingly on the ability to extract the meaning of concepts and relationships in data that “lives” in web pages, this same technology is evolving away from merely indexing keywords and the links found within and among a set of web pages. To stay current with this massive shift in the realm of search and discovery, data and digital assets in web pages must also evolve to leverage technologies that allow search engines (and, ultimately, every person that uses the Internet) to more accurately and completely understand what companies are trying to communicate. It is no longer sufficient to create web pages that are only able to be understood by humans... we must now work to ensure that web pages can also be understood, or “consumed”, by machines by adding context to the information embedded in web pages.



Background

The GTIN+ on the Web project is intended to lay a foundation to make it easier to discover products and understand information about them on the Web. Currently, it is quite difficult for end-consumers or search engines to determine whether two web pages about a product are actually referring to the same product. The fundamental reason for this is that today very few websites actually include the Global Trade Item Number (GTIN) within the web page, so it is very difficult to know that two product-specific pages are actually referring to the same real-world product; instead, search engines and end-consumers must rely on comparisons of names and descriptions of products, which are generally not consistent across all web pages about the same product. The net result of this current reality is lower-than-possible visibility of products across the Web... and this is true for companies of all sizes.





Objective of the work group:

Develop the requirements, standards and standard changes for a standardized structure and methodology for the consistent representation of GS1 Keys, Attributes, and Attribute Values in online environments. Develop an ontology framework/structure for the GS1 System whose purpose is to facilitate ease of representation of GS1-structured Product/Master Data in online environments that is complementary to existing Product Data ontologies, but allow for extensibility to the entire GS1 System.



Standards impacted:

GS1 General Specification including GTIN Allocation Rules, EPC Tag Data Standard, GDS, eCom, GS1 Source and other GS1 Standards that may be impacted by the business requirements.



Who should join this work group?

Knowledge and experience in, but not limited to:

- Digital “generalists” that can combine Supply Chain experience with Digital Marketing and Web presence experience
- Search Engine Optimisation experts
- Web Standards experience
- Web Search and linking through URIs and URLs
- Strong understanding of Semantic Web / Linked Data technologies, Internet, and Backend Web Technologies (ex. RDF-A, JSON-DL, Microdata, HTML) and Social Media
- Understanding of Authentication Technologies and their application in the internet and web space
- Knowledge of modeling ontologies (ex. OWL)
- eCommerce Experience (‘Brick & Mortar’ through ‘omni-channel markets’)
- Supply Chain and Value Chain optimization
- Experience with Retail business processes
- Understanding of digital coupons and eReceipt business processes
- Experience with UML modeling and tools (Enterprise Architect is an advantage)
- Knowledge of XML and or database design
- Knowledge of image standards and specifications
- Supply Chain operations and requirements across all aspects of the Retail Value Chain
- Consumer-related functions, especially Marketing, in the Consumer Goods sector
- Master Data Alignment standards and technology, including GDS, GS1 Source (formerly Trusted Source of Data), EANCOM, eCom XML



Meeting information:

The group launched in February 2014. Meeting dates/times are being decided in consultation with group members.

Join the group

Click here to join

Ask a question via

gsmp@gs1.org

