

## Data Synchronization in Hardlines

Data synchronization is the process by which a Supplier and a Retailer ensure that their data is kept in exact synchronization between the various information systems of the Supplier and those of the Retailer. For retailers and suppliers alike, the end goal of the data synchronization process is to synchronize 100% of the product data for every item sold within a trading network.

GDSN, the Global Data Synchronization Network standard, was formalized in August, 2004, and focuses on the synchronization of logistical, supply chain data. Product attributes such as width, height, weight, etc. are part of the GDSN standard helping suppliers and retailers identify products sold within a trading network and provide a common means of classifying products.

However, the GDSN standards do not support 100% of the product data attributes required by hardlines retailers. Specifically, the GDSN standards do not support the requirements of suppliers and retailers necessary to market and sell their products in a compelling and consistent manner. Product data such as longer descriptions, targeted bullet points, images, and multiple language support are all necessary to successful marketing; and successful marketing means profit to both trading partners in the relationship. By making relevant, descriptive marketing data available to customers, suppliers and retailers alike have the potential to increase their sales exponentially.

To effectively manage and sell supplier products, retailers need comprehensive data in three areas shown in the diagram. In order to provide suppliers with the ability to fully synchronize all product content, retailers are looking at Industry Marketing Data Pools to fill the void.

### The Need for Marketing Data

Marketing data or “content for commerce” is product content enriched with images and marketing copy, GDSN warranty information, buyers guides – anything that directly educates, markets, and sells your products to consumers and leads them to make a buying decision.

For example, some specific product selling attributes that exist in a hardlines marketing data pool and not GDSN include:

- |                      |                        |
|----------------------|------------------------|
| Marketing Copy       | Logo Image             |
| Keywords             | Multiple View Images   |
| Bullet Points        | Planogram Images       |
| Buying Guides        | MSDS Sheets            |
| Warranty Information | Energy Ratings         |
| Generic/Branded Flag | Prior Model/UPC #      |
| Product Attributes   | Product Specifications |



Sellers in the hardlines industry understand that differentiated product content and differentiated promotion are the keys to beating the competition.

## Only Big Hammer

Big Hammer Data is the only certified GDSN data partner that offers hardlines suppliers this enhanced marketing data pool. Becoming part of Big Hammer's marketing pool not only ensures you'll sell more products, more easily and in more places, it also gives you a single place to manage all of this rich content for all the retailers in your supply chain.

Big Hammer's Hardlines Marketing Data Pool stores and manages each supplier's rich marketing data in one location, with retailers being granted permission to receive that data for relevant products. With Big Hammer, synchronized marketing data is reliably and selectively delivered to subscribing retailers through a secure, permission-based system that can be managed simultaneously with our GS1 GDSN Source and Private Data Pools for comprehensive data coverage.

Big Hammer's Marketing Data Pool and our exclusive Product Registry offer advanced supplier marketing benefits, including the ability to:

- Gather and organize product information, including part descriptions, SKUs, and any other product attributes
- Manage images and rich marketing copy for all your retail channels to meet all their selling needs, including: e-commerce, sign printing, store flyers, ads, coupons, circulars and more
- Enforce workflow management, allowing you to know where your data is within the process and who is accountable
- Map your data to several classification trees at once (GDSN and other standards, retailer-specific, custom)
- Collect, maintain and export data 24/7 via an easy Web interface
- Support multilingual needs, updating languages at the click of a button

As the exclusive Enterprise Private Data Pool and the GDSN Retail Data Pool of The Home Depot, Big Hammer Data® manages the largest private data pool in the hardlines industry with 5,500 suppliers and over 300,000 product items, which include more than 21 million product attributes. It is one of a handful of GS1®-authorized data pools in the United States to provide GDSN (Global Data Synchronization Network) services, and the only one that focuses exclusively on the hardlines industry.