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CHIEF EXECUTIVE'S COMMENT

CONFIDENTIAL MEMO

To: All Staff From: Production Manager RE: Barcode Scanners

Ansutek Commercial Ltd are now our preferred supplier for all barcoding and weighing equipment.

The 24/7 sales and service they offer is important for the ongoing viability of our business.

They also have some great specials running at the moment...

Symbol LS2208 Scanners with stand \$360 + GST.

• All Printer Service contracts get a huge 50% discount on first visit (I would urge all branches to take advantage of this special)!

• Free on site equipment check and PM recommendations for all barcoding and weighing equipment for the month of July.

To take advantage on any of these offers call them toll free on 0800 722 648.

PManager

P.S. They have some great products on their website too at www.ansutek.co.nz

I know it's a hackneyed phrase, but getting IT (as in "information technology") right is a priority for us here at GS1 New Zealand, particularly over the next 12 months. Let me explain why.

In 2004 the GS1 New Zealand Board radically changed

the membership fee structure, reducing the fee for small companies (less than \$1 million turnover) by almost 50%. That change brought very favourable comment from various guarters especially entrepreneurial businesses wanting to get their products onto the shelves of global retailers (and also from hard task masters like Peter Mitchell from FMCG Magazine!) At the time, we also said that we wanted to reduce barriers to membership further in the future.

One of the secrets in being able to lower the cost of membership is "back room efficiency". It has become clear in the last year or so that GS1 New Zealand's core registries and financial management information systems are not scaling up well, given that we are growing in membership 10% per year (and that's on a compounding basis). Indeed, our organisation will welcome another 450 new members this year alone.

Such growth has many implications. Because banks require paper bearing original signatures in order to establish direct debit facilities, we cannot currently allow members to simply join online. All applications need to be keyed, direct

SCAN magazine is produced quarterly for the benefit of GS1 New Zealand members. It has a circulation of approximately 5,700 readers throughout the country as well as 101 GS1 member organisations worldwide.

SCAN reaches decision-makers in a wide range of industry sectors including grocery, FMCG, healthcare, logistics, manufacturing, retailing, wholesaling and transport. Our readership includes chief executives, sales and marketing managers, account managers, brand and product managers, IT personnel, operations managers, production managers, logistics and supply chain personnel, bar coding staff and packaging coordinators.



debits set up, membership packs dispatched and technical "start-up" support delivered member-bymember. In addition, we expect this year to handle tens of thousands of queries, transfers, modifications and cancellations. Our technical and field staff will make over 2,000 "house calls" to our members, and will spend close to 200 hours on GS1 New Zealand's 0800 technical help

line giving support to members with bar code and other issues. We also expect to complete almost 30,000 bar code verifications in the year.

We certainly relish the opportunity to deliver more service to you. However our volume growth means it is high time for upgrading of our core IT systems in 2006-07. Of course this will be a tricky process at times as we need to keep delivering to you – akin to replacing an engine whilst the car is running! Like most of our members in their own businesses, we seek further efficiencies through smart use of technology, automatic data capture, better online processing and extended mobile access to our core systems. Over the next 12 months, GS1 New Zealand – so much an advocate of continuous improvement in business processes - will be "eating its own dog food" (as they like to say in IT)!

Dr Peter Stevens CHIEF EXECUTIVE

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Sorting apples from apples

RSS bar codes will enhance fresh produce category management and more

By Owen Dance, Technical Consultant



A range of new, smaller bar codes capable of containing more information will be available for use in New Zealand from January 2010. The Reduced Space Symbology (RSS) range of seven bar codes can pack information into half the space required for most bar codes currently in use today.

A week-long visit by two North American experts in November will herald the start of a GS1 New Zealand campaign to prepare this country for RSS. Most of the new bar codes will take up only around 40% of the space occupied by bar codes available today and they can contain just the Global Trade Item Number (GTIN), or this plus additional information such as batch numbers, use-by dates or prices. Anyone who needs smaller bar codes, or more data in the same space required by current bar codes, is going to be interested in RSS but the benefits for some sectors are particularly impressive.

Apple bar coding

To start with, RSS bar codes will have major benefits in the retailing of fresh produce. They can be fitted onto small labels applied, for example, to apples and thereafter allow each piece of fruit to be identified by its type and supplier in the same way that a can of baked beans has long been distinguished through its bar coding. In today's fresh produce store, a checkout operator uses a Price Lookup Number (PLU) to identify and price apples. All fuji apples are identified in the same way and charged at the same price regardless of differences in supplier and quality. And if the operator mistakenly uses the PLU for a red delicious apple, the customer is charged an incorrect price and the store's record of sales is inaccurate. Of course, there is also inefficiency in the operator having to pause and retrieve

the PLU for keying in (much slower than a scan)!

With RSS bar codes on individual pieces of fruit or vegetables, category management in fresh produce will be immensely enhanced. Indeed, retailers should be able to achieve the same level of precision possible in other product categories. Canadian and American pilot studies have indicated annual savings in the order of US\$45,000 per store where RSS bar codes have been introduced for both fresh produce and meat. Implementation costs were typically recovered in six to 18 months, depending on how readily a store's scanning systems could be adapted to handle RSS bar codes.

Equipment upgrades

Scanner manufacturers knew in 1999 that RSS was coming and all American equipment manufactured since then is capable of scanning the new, smaller bar codes. Some of this equipment will, nonetheless, need to be upgraded for the job. Generally the newer it is, the less work required. Asian manufacturers have been slower to adapt and their equipment will generally require more work before it can handle RSS bar codes.

Any situation that requires bar codes smaller than those currently available lends itself to RSS. There is huge potential for its use in the medical and pharmaceutical sectors, and in the manufacture of very small product components. By just being smaller, RSS frees up more label space for technical information or legally required text on small containers. It also means that important supplementary information such as batch numbers can be conveyed and automatically read, perhaps at a hospital bedside or on a technician's workbench.

Visiting experts

In early November, GS1 New Zealand will host two world authorities on RSS – Jane Proctor, IT and Standards Director of the Canadian Produce Marketing Association and Greg Rowe, Director of Business Development at GS1 United States.

Same information, less space

Sample of a current GS1 bar code likely to be used on any retail item. This contains only the GTIN, the basic identification of the item.



Sample of an RSS-14 bar code containing a GTIN. (For technical reasons the GTIN is always expressed in a 14-digit form in RSS bar codes.).





IT and Standards Director of the Canadian Produce Marketing Association

Greg Rowe

Director of Business Development at GS1 United States

At a glance

- RSS bar codes available for retail use from January 2010
- Some will take only 40% of the space used by today's bar codes
- Ideal for identification and labelling of fresh produce, other small items
- · Ideal also for adding more data to bar codes in certain situations
- Today's GS1 bar codes will remain in use
- Most scanning hardware in use by 2010 will accommodate RSS bar codes – some software upgrading necessary
- Printable on any equipment that produces GS1 bar codes today

Jane and Greg have been involved in the development of RSS since the outset and have taken part in the various international working groups and pilot implementations. They will visit New Zealand companies with an interest in RSS, and address seminars in Auckland and Wellington between 2 and 8 November. (See page 9 for details).



Sample of an RSS-14 Expanded bar code expanded to include information on the weight and price of an item as well as a GTIN.

Sample of a "stacked" presentation of an RSS-14 Expanded bar code. This example contains a GTIN and a serial number.



For more information, contact GS1 New Zealand on 0800 10 23 56 or email owen.dance@gs1nz.org.

The following web pages are also useful: http://www.gs1.org/productssolutions/barcodes/technical/ rss.html for general information on RSS; and

http://www.uc-council.org/ean_ucc_system/stnds_and_ tech/rss_perishables.html for information specifically on the use of RSS bar codes for fresh produce.



...and the dots were connected!

GS1 New Zealand's Connecting the Dots ... conference was very well attended by delegates from a wide range of industries, in Auckland on 27-28 July. The event had a superb line-up of presenters, exhibitors and sponsors. SCAN reports back on six of the speakers.

Thanks for a great conference

The GS1 New Zealand team thanks everyone who participated in Connecting the Dots We look forward to meeting you again at our 2007 conference – keep an eye out for further details.

We would particularly like to acknowledge the following for their support and commitment to the 2006 event.

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Connecting the Dots... was brought to you in association with IBM, Saito Group, Walker Datavision, EDIS, Image Net and FMCG

Helen Clark: Standards promote New Zealand's trade access

trade access Prime Minister Helen Clark opened the conference with a strong message about the importance to this country of global supply chain standards.

The Government is committed to seeing New Zealand companies adopt new track and trace technologies especially where this facilitates international trade. Ms Clark said as border security and food safety become critical trade issues, New Zealand companies face more stringent market access requirements. "The Government will support technology that helps our businesses to trade and to meet international and domestic security obligations," she said. Ms Clark highlighted New Zealand's support for new standards established by the World Customs Organisation for the electronic exchange of information on goods before they cross an international border into their final market. Ms Clark said New Zealand must comply with all international standards "and clearly technology has an increasing role to play".

She said governments generally were looking for the right balance between ensuring borders are secure while, at the same time, enabling trade and commerce to flow across those borders as freely as possible. "There is obviously cost to government and to business at the border, but it is less than the cost of not being able to trade at all.

"We are keen to work alongside industry to create the environment in which industry can adopt, and benefit from, new technology," she said. One example of this has been Government support for the establishment of a code of conduct by users of RFID, led by GS1 New Zealand, to ensure protection of consumer privacy.

The Prime Minister was particularly interested in RFID use in international supply chains. "I personally have little doubt that adopting RFID technology in our food export industries is going to be critical in meeting increased compliance requirements offshore in guaranteeing the quality and safety of products to consumers."

Peter Jordan: The five C's of the supply chain

The head of B2B Strategy for Kraft Foods gave an incisive overview of the importance of global standards in global supply chains.

Four centuries ago, poet John Donne wrote: "No man is an island, entire of itself. Everyman is a piece of the main". Peter Jordan believes that this basic insight is more relevant today than ever before, especially in the world of global commerce. Indeed it is the world's largest and most powerful corporations that often have the most need for inter-operability with other "men" – and that is made possible by everyone adopting the same global standards.

People might naively assume that Kraft, Wal*Mart and others at the forefront of consumer products can make supply chain participants "jump to their tune" simply because of their size and market power. Kraft is, of course, a giant with 175 manufacturing plants, 98,000 employees in more than 150 countries and total sales of US\$70 billion. However, Mr Jordan explained how Kraft became a driving force behind the Global Commerce Initiative (GCI, see www.gci-net. org) because of its huge need for inter-operability with so many other companies. The GCI was founded by the world's 40 largest enterprises to drive adoption of GS1 standards and fund research on how a common "language of business" can benefit everyone.

Mr Jordan highlights "the five C's of the supply chain". Companies, he says, need to Concur, Capture, Communicate and Collaborate with their supply chain partners – and the fifth "C" is, of course, for Consumer.

- Concur means getting agreement on basic requirements for the transaction of business between companies. These requirements include standards for identifying items (via Global Trade Item Numbers or GTINs) and locations (via Global Location Numbers or GLNs). Once these standards are in place, companies must concur on the information they will exchange about products moving between them, including how they will be described (height, width, depth, weight etc), and the numbers of items per case and cases per pallet. Thereafter, they need to concur on how master product data will be aligned between them (increasingly, this occurs through data pool services such as EANnet and the Global Data Synchronisation Network, GDSN).
- Capture is a reference to automatic data capture. The key here is for companies to be able to "invest with confidence". Kraft approaches "capture" by promoting the use in its supply chains of equipment and systems that are GS1 compliant. This includes making sure that the RFID readers in use can accommodate EPC (Electric Product Code) tags.
- Communication of data is obviously critical, preferably by means of electronic messaging (Electronic Data Interchange or EDI and the EPCglobal Network are two options). Kraft has struck problems getting more than 85% of orders and 80% of invoices exchanged in electronic form. Some smaller supply chain partners are not yet "doing" EDI well enough. Mr Jordan recommends moving to web-based EDI by adopting GS1 XML standards (at lower cost than alternative messaging standards).
- Collaboration between companies needs to include collaborative forecasting and inventory management if supply chains are going to become really efficient.
- The Consumer is the fifth "C" because, Mr Jordan says, companies always need to keep the focus on what and how their supply chains are delivering for consumers – the reason everyone is in business in the first place! There may be plenty of concurring, data capture and communication, and collaboration but for any company to be "a piece of the main" its supply chains must stay linked firmly to consumer needs and the broader marketplace.

RFID and EPC: Progress on many fronts

The world is moving forward on RFID (radio frequency identification) in many ways, largely due to the development of

EPC global standards and the declining cost of hardware. The conference heard from two men who really know what's going: **Chris Adcock**, the President of EPCglobal Inc, and **Will Duckworth**, IBM's Wireless Leader for Asia-Pacific Business Consulting Services.

Chris Adcock said manufacturers, retailers and logistics providers worldwide are exploring the benefits of EPC/RFID implementation, and many have positioned themselves to start tagging in their supply chains. He highlights four developments.



- The EPCglobal community is growing every day. In June 2004, EPCglobal had 191 subscriber members, many based in the United States. Two years later, the membership has grown to 875 with the Asia/Pacific region accounting for 20% of these (second to the US).
- Physical challenges in the technology are being overcome and the necessary standards are being put in place. Ninety per cent of the world now has spectrum and power regulations that allow for global interoperability of EPC/RFID systems. The EPCglobal Generation 2 tag interface standard is now a fully ratified ISO standard and can operate in the UHF spectrum worldwide. This means that there is no need to use different tags for different locations. Issues around the physical performance of tags in and around metal and water are being overcome.
- Prices are coming down. Because standards for RFID tags and readers have been ratified, competition is hotting up among hardware manufactures around the world and prices are being driven down.
 There are now tag inlays available for under US10 cents and there are EPC/RFID compliant readers available for under US\$1000.
- Global supply chains are starting to be transformed. RFID users are now seeing the early benefits of supply chain visibility in financial terms, with bottomline gains from: reductions in inventories and inventory errors; increased supply chain velocity; reductions in counterfeiting and in inventory shrinkage; and stronger commercial relationships.
- The EPCglobal community has moved decisively from preparation to implementation. As the business case for deploying RFID becomes clearer and the value proposition becomes more evident, companies around the world are moving on from "watch and learn", to implementation.

Will Duckworth sees the RFID hype of 18 months ago having given way to steady growth in deployment on the back of EPCglobal's work and declining costs. He makes the following observations:



- RFID implementation costs are likely to be much lower than earlier anticipated and many more unforeseen "soft benefits" could emerge. RFID promises to bridge more gaps in supply chain management than bar coding ever could.
- Growth rates in deployment are fastest, off a low base, in the Asia/ Pacific region. However global leadership is still largely in Europe where RFID rollouts have moved beyond the traditional retail sector. The logistics, healthcare, security and access sectors are all also engaged on deployments. In Europe, pallet and case tagging will mature over the next three-four years with mass market adoption at that level then beginning to occur. Item level tagging is still a longer term proposition.
- The significance of RFID for turning data into business information of real value in decision making is increasingly apparent. Companies are looking for specific, "tactical" applications of RFID with highest return on investment. There is now also more focus on changing business processes to accommodate RFID and achieving its full potential. The technology is no longer seen as a "bolt on" to existing processes.

...CONFERENCE REVIEW

• Data synchronisation may be "unsexy" but people are recognising how fundamental it is to supporting RFID – and EPCglobal is helping make this strong linkage. When data is shared between supply chain partners using the EPCglobal network, the level of visibility on supply chain events puts a whole new perspective on traceability and, in turn, on the fight against product counterfeiting measures, the effectiveness of product recalls and other business imperatives.

Sally Herbert: Global data synchronisation is a reality



Sally Herbert, the President of the Global Data Synchronisation Network Inc, provided an update on progress in expanding the network.

The Global Data Synchronisation Network (GDSN) gives companies the ability to distribute reliable, standards-compliant item data at national and global levels. Product information is loaded into a certified data pool covering one or several countries. From each pool a subset of data – eight item attributes – is sent to the international GDSN registry. The latter provides a "White Pages" type of function for registered users to identify where the full set of item information on any particular item can be found and who owns it. The processes involved are continuous and compliant with global standards.

To date, the GDSN has 22 certified data pools worldwide. Sally Herbert expects that figure to reach 30 by the end of 2006, encompassing product information from 42 countries. Ten of the data pools so far have a very active customer base making routine use of data synchronisation.

The GDSN operates as a business unit of GS1 Global (akin to EPCglobal). It has a board of directors including representatives from major manufacturers, retailers, member organisations, data pools and multi-industry organisations such as the Global Commerce Initiative.

Ms Herbert says there are now almost 10,000 subscribers and about 750,000 items on the global registry, with synchronised data on 65% of these items. She sees the synchronisation of price data as essential to realising the full value of the GDSN – and this will start in early 2007.

Ms Herbert says New Zealanders should not worry about being "late adopters" of data synchronisation because this allows them the opportunity to learn from the mistakes of others. There are many early adopters with "bruises and battle scars" to show for all their efforts.

She gave particular emphasis to something well recognised within the GS1 world: "You can synchronise bad data but it makes much more sense to cleanse it first and make sure you are sharing good data with your trading partners." She outlined five important considerations for any company kicking off a data synchronisation implementation project:

1. Establish a core business team within the organisation.

2. Ensure there is executive-level sponsorship and commitment, and an appropriate manager to track the progress of the project continuously.

- 3. Ensure alignment across the key areas of the business data synchronisation is more than an IT project!
- 4. Have adequate technical resource available throughout the project.
- 5. Form an implementation team that will work collaboratively with GS1 New Zealand throughout the project.

Steve Anderson: The Foodstuffs view of e-commerce



Steve Anderson, the Chief Executive of Foodstuffs South Island, explained how today's e-commerce initiatives are becoming standard practice in the relationship between the Foodstuffs Group and its suppliers.

The Foodstuffs Exchange has helped drive efficiencies in the group's supply chains by enabling all suppliers, regardless of size, to interact with the three Foodstuffs companies. The system automatically matches incoming invoices with purchase orders and this has reduced the time involved in processing accounts payable by as much as 90%. There are now over 700 suppliers live with one or more of the three Foodstuffs companies. Mr Anderson said the Foodstuffs Exchange is definitely the way of the future for business transactions – errors have been much reduced, transaction times cut and supply chains are generally more efficient. Any new suppliers to Foodstuffs will be expected to interact with each of the three companies through the Foodstuffs Exchange.

To Foodstuffs delight, the exchange was recognised as the e-business initiative of the year in the 2004 Computerworld Excellence Awards. This was a well-earned accolade and supported Foodstuffs' broad commitment to e-commerce for faster, more efficient supply chains and for lower cost business processes.

The quest to reduce, and ultimately eliminate, data errors is central to this commitment. In fact, Mr Anderson sees data errors as "speed bumps in e-business" – bumps that must be recognised wherever they arise. Indeed, he admits that Foodstuffs South Island has even discovered its back-office systems were harbouring 20 different ways of spelling "Christchurch"! Simple errors of all kinds are now clearly recognised as unnecessary cost to Foodstuffs and its supply chain partners.

Mr Anderson confirms the total commitment of the three Foodstuffs companies to implementation of EANnet, partly as a means of further drastically reducing product data errors. That is the promise of data synchronisation. By rolling out EANnet across its supplier base, Foodstuffs believes all parties will start recognising just one source of "truth" about products, and their specifications. Data synchronisation and EANnet have other major advantages as well to both suppliers and Foodstuffs, most notably in regard to product maintenance and the migration away from traditional paper-based processing of transactions. The system promises to be the death knell for the UBF form! EANnet enables this to be replaced fully by electronic exchanges of business information. And the final word from Mr Anderson; Foodstuffs expects its suppliers to "actively develop their capabilities with regards to EANnet".

>>Big step forward in EPC standards





EPCglobal Inc announces successful data exchange interoperability testing

New specification to enable companies to capture and share Electronic Product Code (EPC) event data; expecting to be put forward for ratification later this year.

LAWRENCEVILLE, New Jersey/Brussels, Belgium -October 10, 2006 - EPCglobal Inc today announced the successful completion of interoperability testing of EPCIS (Electronic Product Code Information Services), a technical specification that will enable trading partners utilising the Electronic Product Code to capture and share event information in key supply chain processes.

The new specification, which is expected to be put forward for ratification by the EPCglobal Board of Governors later this year, represents another step in the worldwide rollout of EPC technology, which utilizes Radio Frequency Identification (RFID) to provide a new level of product movement visibility in the global supply chain.

The interoperability testing of the EPCIS vl.0 specification was conducted at the Auto-ID Center at the Massachusetts Institute of Technology. Twelve organizations participated in the tests, including: Auto-ID Labs - Cambridge, Avicon, BEA Systems, Bent Systems, IBM, Globe Ranger, IIJ, NEC, Oracle, Polaris Systems, Samsung, and T3Ci. The EPCIS specification will enable trading partners to capture and share EPC information with seamless, standardised interoperability by providing both interfaces for the EPC data exchange and the specifications of the data itself.

Seminar update

GS1 New Zealand members have given great support to the seminar programme this year – thanks to all who have participated.

Planning for the 2007 programme is well underway. It will definitely include more Bar Code Foundation Seminars which provide valuable information to new members, and also more EANnet Foundation Seminars (of special significance for suppliers to the Foodstuffs group of companies).

Look for details on the 2007 seminars in the next issue of SCAN (December 2006) and on our website www.gs1nz. org. Any questions at this stage, please contact

Pauline Prince on phone (04) 494 1067 or email pauline.prince@gs1nz.org

<< What this means...

Many people think of RFID simply as "tags and readers" (akin to bar codes and scanners). And they go straight to the promise of hands-free, automatic product identification.

The vision for EPC/RFID is, however, rather more comprehensive – a vision of royalty-free global standards for the exchange of tag and tag-read information between companies in a standardised and secure way, for a multitude of purposes. The real gold nugget of value is companies' ability to do global "look ups" on information about an item with an EPC tag attached. Who and where did it come from? How has it been moving through the supply chain? And so on. Such information can be searched out using the Object Naming Service, to which all EPC/RFID users have access. It is not the tag itself that is important but the identity, history and whereabouts of the tagged object.

For this reason, the successful testing of the EPC Information Services standard (EPCIS) really is a big deal. It follows years of work by hundreds of EPCglobal members and users engaged in EPCglobal working groups. Until now, most EPC/RFID implementation has involved the point-to-point exchange of information between trading partners. EPCIS will create the longawaited opportunity for multipoint, standardised exchanges of information between many trading partners in a supply chain. The future of global supply chains is drawing nearer!

RSS Seminars

Visiting authorities on the new Reduced Space Symbology (RSS) range of bar codes will speak at two seminars in early November:

- Auckland Friday 3 November, 10am noon.
 The venue is the Hobson Room, Level 4 Alexandra
 Conference Centre, Alexandra Park Raceway, Greenlane.
- *Wellington Tuesday 7 November, 1 3 pm.* The venue is the boardroom of GS1 New Zealand, at level 2 The Woolstore Design Centre, 262 Thorndon Quay.

The seminars are free. However, for seating purposes (and in Auckland, for morning coffee arrangements), please RSVP to

Owen Dance on phone (04) 494 1064 or email owen.dance@gs1nz.org

Supply chain management Responsiveness has become a critical

objective in supply chain management worldwide, and especially in Australia and New Zealand – responsiveness to customer demand through the delivery of new products and services, and responsiveness in business processes and systems.

That is the key finding in the "Follow the Leaders: Scoring high on the supply chain maturity model" study recently published by IBM Business Consulting Services. Researchers for IBM surveyed 348 supply chain executives in Australia and New Zealand, mostly in consumer and industrial products firms, during 2005. The study is part of an IBM global research programme looking at business objectives for supply chain management, current practices and trends, and performance measures.

Responsiveness emerged as critical, alongside reduced cost and increased profitability. Indeed, 55% of those surveyed in Australia and New Zealand put improved responsiveness in products, services, processes and systems as one of their top three objectives (reduced cost and improved profitability scored 56% and 47% respectively in answers to the same question). The global programme has shown that the same three objectives are important in the United States, Europe and Japan as well, although responsiveness has particular importance in the Australia-New Zealand region.

Business performance

Overall, the study concludes that supply chain management as a discipline has emerged from obscurity over the past few years. "It is now often recognised in boardrooms as pivotal to business performance. In coming of age the business demands on supply chains have also grown and now reflect the full range of dynamic business drivers and environmental complexities."

The report says the companies which are best at supply chain management are moving towards dynamic, real-time processes and systems. "This type of on-demand supply chain is supported by applications that enable real-time information visibility, both inside and outside the enterprise. Indeed managing the ever-growing stream of information that drives supply chains has become another critical competency." The importance of responsiveness in the latest research contrasts with earlier work by IBM in 2003 which showed a much stronger emphasis on increased profitability. The shift reflects the "coming of age" of supply chain management, although the report points out the challenge in improved responsiveness – how to maintain cost control and profitability while also meeting new demands for service and flexibility.

Four areas

In Australia and New Zealand, and the other regions, responsiveness is leading to an increased focus in four areas:

- Customer-driven planning which involves the synchronization of supply with demand. In Australia-New Zealand, a third of respondents are using real-time demand and inventory data to track customer demand and position themselves for collaboration with trading partners. As yet only 38% are implementing collaborative initiatives with their suppliers (33% with customers). The leading companies are engaged on collaborative demand planning with both, and taking other steps that include integration of sales and operations across all their internal functions and their extended supply chains.
- Effective customer order fulfillment, with specific objectives around meeting customer requirements for the right product, at the right time and at the right price. The Australia-New Zealand study finds that while 62% of respondents have developed formal classifications for customers, there is overall limited implementation of customer relationship management (CRM) principles. Logistics for market delivery of products are recognised as important, with customer order-cycle times improved over recent years (82% now have these times under 10 days). Initiatives by the leading companies in this area include real-time monitoring of customer, product and supply information, and the tight integration of CRM with supply chain planning.
- Identification of customer needs during product design and "perfect product launch" objectives. The study finds a relatively strong consensus view that meeting customer needs is the primary challenge in remaining

competitive. Of the respondents, 52% indicated that "best fit to customers" is the key strategy in their new product development. In addition, average time-tomarket is declining. Leading companies' practices include collaborating with customers to explicitly define requirements; considering logistics in the design of products; and integrating suppliers and supply chain providers into the design, production and service stages of taking products to market.

The cost, quality and responsiveness aspects of procurement and supplier management. The study finds that many respondents struggle to capture accurate, timely data on their spending, contract compliance and price optimization opportunities. However 33% do use the internationally- developed "total cost of ownership" (TCO) method of evaluating suppliers (compared with 70% of firms surveyed in Europe and the US). The opportunities and challenges associated with procurement grow as Australia-New Zealand companies expand their sourcing of materials internationally. Leading companies' practices include sourcing from low-cost jurisdictions; investing in fewer, deeper supplier relationships; and adopting TCO approaches in more strategic and value-based supply contracting.

For more information on "Follow the Leaders: Scoring high on the supply chain maturity model" see www.ibm.com/au/anz_vcs/







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Saito Group – Alliance Partner

New Zealand companies benefit from precision in branding and product identification at the start of every supply chain – and that may be in China, Sri Lanka or many other places around the globe.

Saito Group has a unique international network of tag and label facilities that gives retailers and brand manufacturers just such precision. They are able to maximise the quality and consistency of their branding, and add efficiency to their supply chains by ensuring all products are accurately identified - in most cases with a GS1 bar code - at source.

Recognising the strong fit between its mission and the value of global identification standards, Saito Group has become a Premium Alliance Partner of GS1 New Zealand. "As New Zealand becomes ever more part of a global economy, companies benefit greatly from applying global standards and ensuring precision in how their products are tagged or labelled anywhere on the globe," says Gavin Hodder, Founder-Director of Saito Group.

"With branding and product identification, the most critical point can be a factory in Dong Guan or Bangladesh where the tag or label is being printed and applied. Get that right and the supply chain will work so much more efficiently thereafter, and so will your product presentation in the end market wherever that might be," says Mr Hodder. Shore to Shore is Saito Group's solution for New Zealand companies who source products from one or more of around 30 countries, either for sale in New Zealand or re-export to other markets.

GS1 Chief Executive Dr Peter Stevens says Saito Group has been an innovator in tagging and labelling for more than 20 years. "We at GS1 applaud Saito Group's grasp of fundamental supply chain issues and its willingness to venture across the globe with practical solutions for New Zealand companies in an increasingly international economy."

Dr Stevens and Mr Hodder say being a Premium Alliance Partner will help Saito Group position for the further development of RFID and other intelligent identification systems that are also best applied at the start of every supply chain.





SAITO GROUP



on upcoming seminars, visit the events calendar on our website www.gs1nz.org



Give us a call on: (04) 473-6515 or email us at InSynch@ofs.co.nz to ask for an InSynch brochure.

EPC expertise for New Zealand

New Zealand businesses moving towards EPC/RFID* will soon have their own international expert to call on. Dr Erik Sundermann, an experienced EPC hand until now based in Europe, will join GS1 New Zealand in early 2007 as a specialist consultant on application of the technology in this country.

Dr Sundermann has been with EPCglobal Inc since 2004, providing advice on EPC/RFID to the 101 GS1 member organisations worldwide. He has also been directly involved with large projects for early adoption of the technology in the supply chains of several international companies including retail groups Tesco and Carrefour, consumer products company Proctor & Gamble, and luxury goods producer LVMH (Moet Hennessy, Louis Vuitton).

In New Zealand, Dr Sundermann will join the staff of GS1 as an independent expert providing businesses with vendorneutral advice and support as they scope and begin adoption of EPC/RFID. "We believe Erik will make a huge contribution to the increasing number of businesses that are moving in this direction," says GS1 New Zealand General Manager, Sector Development, Gary Hartley. "In fact, he will be a valuable



* Can a mere radish drive customer loyalty? In a way, yes. IBM worked with a major grocer to develop a scale that can identify and price produce through a plastic bag, so checkout lines move faster. Coupled with business innovations like RFID inventory control, this grocer now has a real competitive edge. How did it happen? IBM put together a team of Supply Chain Management consultants, systems analysts and engineers who melded vendors, variable pricing strategies and a visionary (literally) scale. Want innovation for loyalty? Talk to the innovator's innovator. Call on IBM. To learn more, visit **ibm.com**/nz/innovation

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addition to this country's EPC/RFID capability as well as to the professional services team of GS1 New Zealand."

Dr Sundermann will be based in the organisation's Auckland office, from mid January onwards after arriving from Brussels. He is a native of Belgium where



he holds a Phd in Computer Science from the University of Ghent. He also has a masters degree in Supply Chain Management and a bachelors in Engineering.

Before joining EPCglobal, Dr Sundermann worked for IBM and as a supply chain management and RFID consultant in its European operations. His expertise is in designing solutions for the specific supply chain and technology requirements of large, complex businesses. At GS1 New Zealand, he will also assist with members' other requirements in areas such as EANnet.

* EPC/RFID is the Electronic Product Code standard for radio frequency identification systems. EPCalobal Inc, an organisation established and administered by GS1 Global, has over 850 company members worldwide. So far, this includes four in New Zealand, with more local companies showing interest all the time.

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"Product Traceability through the entire supply chain is becoming essential for businesses to compete in today's global business environment" says Brian Lang **General Manager – Data Collection Systems at Walker Datavision**



"Product Traceability through the entire supply chain is becoming essential for businesses to compete in today's global business environment" says Brian Lang General Manager – Data Collection Systems at Walker Datavision With organisations such as Wal*mart and Metro AG leading the charge with RFID initiatives, the New Zealand market is tightening up and there is a necessity for a traceability system that lives up to international expectations. "Product traceability through the entire supply chain is becoming essential for businesses to compete in today's global business environment," says Brian. "With global initiatives around "chain of custody" and "product traceability" there is a requirement to address these compliance issues". Automatic identification technologies such as bar code, RFID and mobile computing can provide product traceability along with improved business processes and inventory accuracy. Walker Datavision is a leading supply chain integrator in the New Zealand market, and builds solutions to address specific company requirements. In early 2003, Walker Datavision began doing just that for the distribution of Mainland products within Fonterra. The giant dairy group sought an efficient labelling and tracking solution for packaged consumer products shipped out from nine of its plants around the country. Walker Datavision assembles and customizes the hardware and software required for GS1 compliant labeling and scanning of cartons. It also provides staff training and ongoing technical support, a full value-added solution for this critical component of product traceability.

Some of these issues were covered off at the recent GS1 Conference in July, and also included a general discussion regarding the ways in which automatic identification technologies could be used in traceability solutions. Should you wish to discuss these solutions further, the Walker Datavision sales team can be contacted directly on phone 0800 522 357 or via sales@wdv.co.nz.

Brian has spent the last 20 years working locally and internationally in the automatic identification data collection (AIDC) industry. Having worked for manufacturers and systems integrators Brian has a wealth of practical experience in applying AIDC technologies to provide competitive business advantages.



IBM – Alliance Partner





New Zealand businesses can secure greater competitive advantage by adopting best international technologies and practices in their management of supply chains. That is the strongly-shared view of IBM New Zealand (NYSE: IBM) and GS1 New Zealand – both members of international organisations with world-leading technologies and knowledge for supply chain management.

GS1 develops and administers global, open standards for product identification and traceability through bar coding and radio frequency identification (RFID). IBM New Zealand has become a Premium Alliance Partner of GS1 New Zealand, creating an even stronger basis for them to work together across a number of areas in this country to the benefit of New Zealand businesses.

"Increasing numbers of companies are looking to capture competitive and cost advantages through their supply chains," says IBM New Zealand's Global Business Services supply chain leader Andrew Tubb. "IBM is already a leading provider of supply chain solutions. This partnership should help New Zealand businesses gain better exposure to world-leading supply chain technologies and practices."

GS1 Chief Executive Peter Stevens says IBM has demonstrated leadership in developing RFID technologies internationally and also in this country. "There is obvious scope for us to work together to improve the uptake of this technology across the New Zealand economy," says Dr Stevens.

"When common, open standards are used in supply chains, there is scope to drive real efficiency gains. Having common standards for RFID is essential to helping smooth the flow of goods from suppliers, through wholesalers to end customers," says Dr Stevens. "The FMCG and healthcare sectors are obvious candidates to benefit from such innovation."

GS1 BASICS quick revision

BY OWEN DANCE TECHNICAL CONSULTANT

There is so much going on in the GS1 community and so much terminology, remembering the basics can be difficult. Here's some quick revision on the GS1 System.

Global Trade Item Number (GTIN) is the identification number used to uniquely identify anything that is sold, delivered, warehoused or invoiced anywhere in a supply chain. That might be a can of baked beans on a supermarket shelf or a specific instance of service delivery. For example, a GTIN may be assigned each time a technician calibrates a delicate instrument, with the number then entered into the instrument's log (in lieu of a text entry). A GTIN may be eight, 12, 13 or 14 digits (hence references to GTIN-8, GTIN-13 etc). It is often, but incorrectly, called "a bar code number". In fact, a GTIN may be used on a radio frequency identification tag, or in an electronic message not involving bar codes or RFID at all.

The best-known combination is a GTIN-13 in an EAN-13 bar code Serial Shipping Container Code (SSCC). A SSCC is the "licence plate" on a pallet or some other form of logistic unit being used to transport or store items in a supply chain. An SSCC is 18 digits and each logistic unit will have a different SSCC (while a GTIN stays the same for all items in the same category). A Global Location Number (GLN) is always 13 digits and is structured much like a GTIN. A GLN is used to identify trading entities or locations in electronic commerce communications. It might identify a company or a division within a company, or a physical location (a warehouse, production line, vineyard, vending machine and so on).

Staff Profile



Paul Stephenson

Paul Stephenson joined GS1 New Zealand as General Manager of Corporate Services at the beginning of September. Having worked in a number of different business sectors, Paul brings broad financial and commercial experience to GS1 New Zealand.

Paul is originally from the United Kingdom. He graduated from university with a degree in Civil Engineering but them joined KPMG to train as a Chartered Accountant. In the UK he held a number of finance roles in different sectors including manufacturing and financial services. In 1999, Paul and his wife decided to emigrate to New Zealand and have thoroughly enjoyed the seven years they have so far spent here. Before joining GS1 New Zealand, Paul held finance positions in NZ Post and most recently The Body Shop.

When not at work Paul enjoys running, swimming and cycling and the occasional game of golf.



A Global Individual Asset Identifier (GIAI) is the GS1 answer to the problem of identifying a high-value item with a long life and associated need for accurate record keeping. A GIAI contains the GTIN for that item plus a serial number to individualise each particular unit. This enables tracing and tracking of each unit and the maintenance of accurate records, while supporting the management and control of equipment configuration. The United States Department of Homeland Security has adopted GIAIs to identify its individual weapons and other pieces of equipment (e.g. night vision goggles).

Application Identifiers (AI) are a means of stringing different types of identification numbers together so they can be recognised and processed by computer software. Al's separate various numbers with distinctive digits (printed in brackets for human readability) which signal to the software what each part of the number string actually is. For example, all information in a supply chain relating to carton number 345 of an item identified by the GTIN 19412345543216 and with a best-before date of 10 January 2007 might look like this: (10) 19412345543216 (15) 070110 (21) 345. In this example, (10) (15) and (21) are Al's. GS1 specifications contain sufficient Al's for any conceivable combination of pieces of information about any item to be expressed as a sequence of digits.

For further information contact Owen Dance on 04 494 1064 or owen.dance@gs1nz.org





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