

HOW GS1 CREATED THE FASHION BASE PORTAL FOR DUTCH SUPPLIERS

CASE STUDY



Gepard

icecat
the open catalog



THE STORY OF GS1 AND SUPPLIERS

Dutch fashion suppliers aimed to share high-quality products data with reputable resellers. Plus, the suppliers needed a functional and safe environment to import and enhance these data at any time, without involving additional resources.

GS1 engaged 30 fashion suppliers to build a fashion vertical for the Netherlands and create a single, standardized data model for this vertical. However, the original data entry system offered by GS1 to suppliers was not flexible enough to provide smooth import and export of suppliers' data. GS1 could not provide tools for making smooth and timely changes to product categories and attributes. Nor did GS1 have the ability to track suppliers' actions in the system.

GS1 APPLIED TO ICECAT AND GEPARD TEAMS FOR A FASHION BASE — GS1 PORTAL

GS1 Fashion Base enabled the suppliers to import their product data to GS1, enhance these data independently and automatically export these data to resellers that have integration with the Icecat content provider.

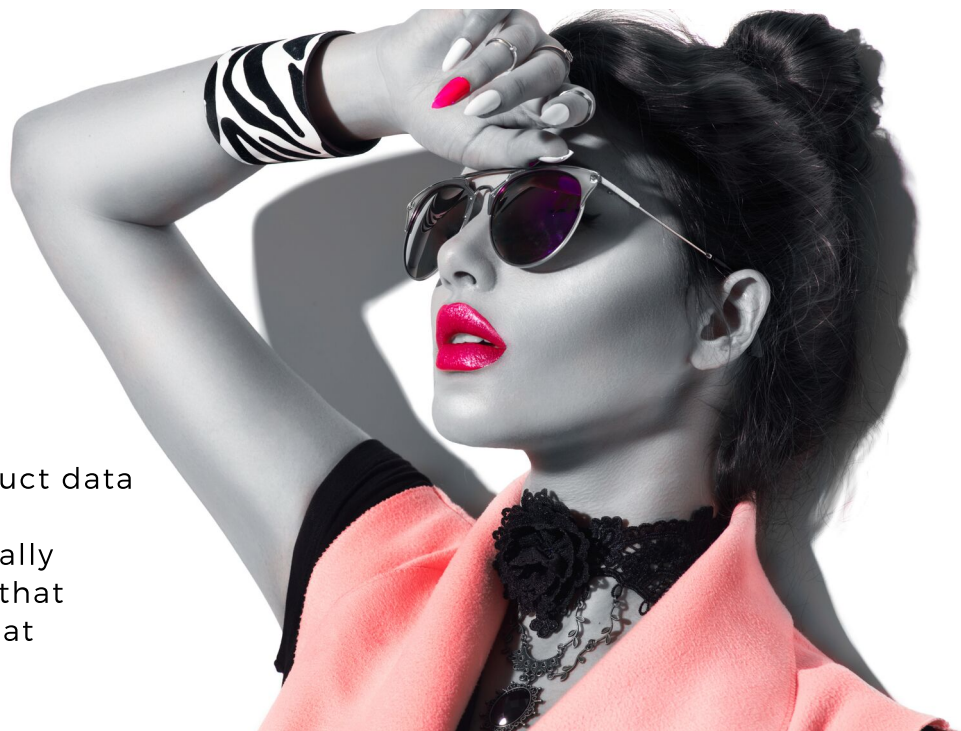
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ABOUT GS1

Since 1974, GS1 has developed and maintained a global system of standards for business communication in retail, transport and logistics. The best known of these standards is the barcode, printed on whatever you purchase online and offline.

Across the globe, GS1 cooperates with organizations of every size. Among more than one million companies GS1 works with, there are Amazon, Alibaba Group, eBay, Google, Nestlé, and many others.



CHALLENGES

1. No opportunity to edit an existing data model without involving a developer

The current functionality of GS1 data entry solution was not flexible and cost-effective enough to bring suppliers' data to a single structure, enable suppliers to manage their data independently, and export these data to resellers through Icecat.

2. No standardized data model for suppliers

GS1 needed a single, standardized source of truth for the data that the suppliers imported to the system. This source of truth had to contain not only GS1 data but also Icecat data adjusted to GS1 taxonomy standards.

3. Need to manage data from 30 suppliers in a single environment

The suppliers used different methods of data import and submitted their products data in different formats. The Fashion Base Portal solution for GS1 had to cover communication with the suppliers and support in onboarding them to the platform.

4. Need to export standardized data to resellers

Suppliers aimed to export products data to Dutch resellers. As resellers have set integration with the Icecat content provider, Icecat was chosen as a channel of data distribution. The new solution had to include connectivity with Icecat.

GEpard AND ICECAT'S SOLUTION

1. Adaptation of the Gepard Data Entry Portal to GS1 specifics

Gepard tailored the solution to meet tech requirements of GS1 and adapt the UI to GS1 look and feel. GS1 Fashion Base enables GS1 to manage a complete data model and allows suppliers to manage products data via personal accounts.

2. Creation of a standardized data model

GS1 NL Fashion Base provides a standardized data taxonomy which includes adjusted Icecat data and contains 219 categories and 162 attributes. Now, the imported data reach GS1 standards and correspond to the single data model.

3. Personal onboarding and support of each supplier

Two months before the system was ready for test data pushes, Gepard team started training each supplier for the onboarding. Now, the suppliers themselves import data in the CSV, XML, and JSON formats via the interface, FTP, or API.

4. Automated daily data export to Icecat

Once a day, the suppliers' products data are automatically exported from GS1 Fashion Base to target resellers through Icecat. Every day resellers receive updated, complete, and correct products descriptions.

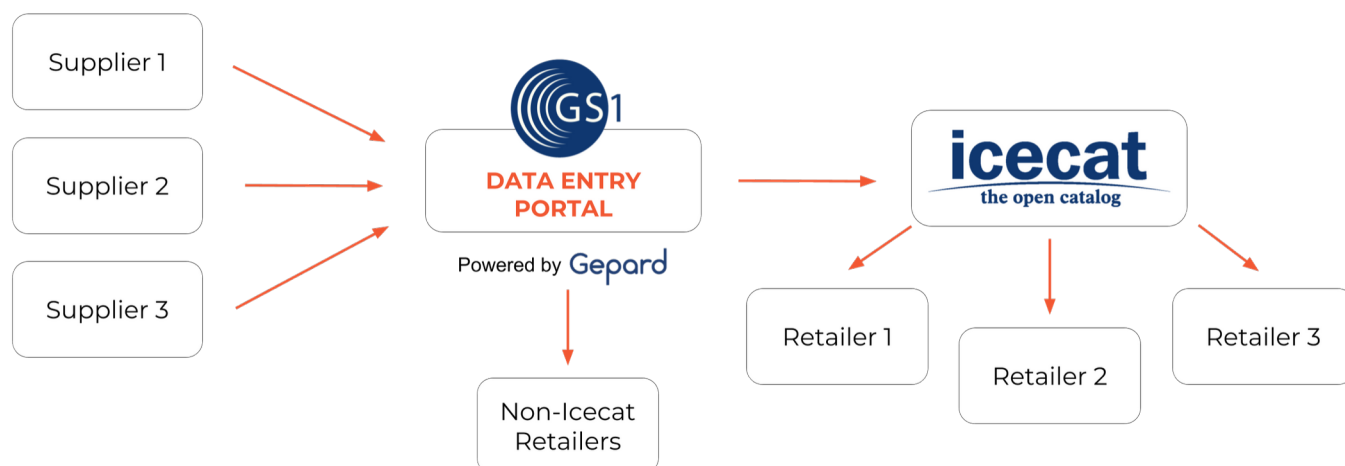
HOW GEPARD DID IT

1. Collected and analyzed GS1 standards and requirements.
2. Collected and analyzed suppliers' requirements.
3. Adjusted GS1 standards to Icecat data model for import.
4. Set up the GS1 Portal to import suppliers' data and export these data to resellers (through Icecat).
5. Trained suppliers to use GS1 Fashion Base.

GS1 FASHION
BASE WAS
READY FOR A
TEST DATA PUSH
3 MONTHS AFTER
WE STARTED THE
PROJECT

HOW IT WORKS

1. The supplier logs in to GS1 Fashion Base.
2. Imports new products data in CSV, XML, and JSON files via the data entry interface, FTP, or API.
3. Updates the existing products data if necessary.
4. Once a day the data are exported to resellers through Icecat.



RESULTS

Technical benefits

- Three import methods: the interface, FTP, and API.
- Three import file types: CSV, XML, JSON.
- Personal and safe access to data management.

Resource benefits


- No need for additional resources to upgrade the data model.
- Seamless data updates.
- Shortened time to market.

MAINTENANCE BENEFITS

Preliminary instructing: Two months before the demo presentation, each supplier receives the Integration Specification Document. The document describes the connectivity between the supplier and the GS1 Portal needed to import new data.

Smooth onboarding: At the demo presentation, the Gepard project manager has an introduction call with each supplier. During the call, the project manager helps the supplier get started with the platform.

Support for data pushes: The supplier receives the access to the test server where they independently test importing and updating their data. If the test data push is successful, the supplier receives the access to the production server to import and update real data.



[Home](#) [Products ▾](#) [Taxonomy ▾](#) [Logout](#)


[Home](#) > [Products](#) > [Jack & Jones 12148036](#)


Update Product

Data Source:
Gepard-System ▾


General info

Jack & Jones 12148036


Category
Sweatshirts & Hoodies 

Product code 
12148036

☒ Active

Brand
Jack & Jones 

UID
e291ef7255cc948995363d4b6ae



Update

Delete

WHAT'S NEXT

Gepard and Icecat teams continue working on useful upgrades to GS1 Fashion Base:

- develop the standard of images import to and images management in the Base
- build the relation between a product description and a reseller that will sell this product, realizing this relation in the system interface
- develop the GS1 "Multiple Tiers" functionality that will regulate Icecat resellers' access to suppliers' product content in Icecat.

LEADING THE WAY

- Sebastiaan van Zundert, Project Manager at GS1
- Ekaterina Rudchenko, Product Technical Support Manager at Icecat NV
- Koen Looijmans, Global Sales Manager at Icecat NV
- Darina Bondar, Project Manager at Gepard
- Cyril Dorogan, Chief Business Development Officer at Gepard

GS1 BELIEVES
"BUSINESS IS
EASIER WHEN YOU
SPEAK THE SAME
LANGUAGE AS
YOUR CUSTOMER,
SUPPLIERS AND
PARTNERS."

WHY USE DATA ENTRY PORTAL

- Your product base contains thousands of products.
- You have specific standards of data model, data import, and data export.
- You need to manage data in different languages and export them to endpoints in different countries.
- You need to aggregate, transform, and share tons of information from multiple content sources to multiple vendors, sales channels, and customers.

GEPARD DATA ENTRY PORTAL ADVANTAGES

With Gepard Data Entry Portal you'd be able to efficiently optimize, enrich and share data with your e-commerce partners at the one place.

Key benefits:

- Single platform to collect product information, files, and images from a wide range of sources
- Custom integration to connect a variety of endpoints directly
- Multiple languages support
- Flexibility in developing new taxonomies, adding new features and categories

IN E-COMMERCE, EVERY MOMENT COUNTS

To learn more about Gepard, visit www.gepard.io or send an email to cyril.dorogan@gepard.io.