Diving into the Deep End of the Pool with atrify:

GDSN Data Pool for GS1 Bulgaria.

The challenge

30 years after the introduction of the standard GS1 barcode, the development of a Global Data Model with the Global Data Synchronization Network (GDSN) connectivity is the next, essential step for GS1 Bulgaria. Managing the complex data requirements and exchanging huge amounts of product master data is a real challenge for manufacturers, retailers, and authorities. International trading partners and consumers need to have access to valid, correct and synchronized product information on all channels.

The solution

In order to benefit from a faster, valid data exchange in the future, GS1 Bulgaria is using the atrify data pool technology and benefitting from atrify's long experience with new GS1 communities around the globe. As a leading data pool provider, atrify enables more than 20,000 users in over 50 countries to share accurate and reliable content with their partners and consumers. atrify can securely connect the Bulgarian community to the GDSN. This enables Bulgarian manufacturers and retailers to exchange product information globally and cost-effectively, anywhere, anytime. The whole community can then fish in atrify's deep data pool and catch only the best, such as listings in major markets, long-term shelf space, and even increased sales in online retail. As in other countries, it was agreed that the atrify service would be offered on the Bulgarian market under the local brand EComGrid.

Off and running with the GS1 Global Data Model (GDM)

Bulgaria's new solution is based on the GS1 GDM, because it standardizes product attributes and is thus immediately ready for international exchange. If a specific target market's attribute set had to be created first, the initial launch would take longer. After all, a large number of market participants are involved in the preliminary negotiations and discussions. With the standardized GDM, atrify was able to complete the implementation in just a few weeks. In addition, intuitive and user-friendly web applications ensured that the Bulgarian community could start managing data directly. This kick-start meant that no valuable time was lost, and the system could be leveraged immediately.

„Bulgaria is an important market for many German dealers and suppliers. Having a competent local contact makes data exchange easier and more effective for them."

Jochen Moll
Managing Director of atrify

Result

„Leading customers are the most successful retailers who maintain their leadership positions and active manufacturers who want to achieve faster competitiveness and expand their market share due to easier access to their products." The GDM fits their needs perfectly and allows them to exchange product content in a standardized way. As a result, we have achieved an important goal that benefits everyone." Tsvetan Simeonov, Chairman of GS1 Bulgaria. The set up of the new data pool for Bulgaria is completed. Nevertheless, atrify can adapt or extend the system to the needs of Bulgarian users at any time.

Onboarding – the Bulgarian community is growing rapidly

Due to the standardized data solution, suppliers and retailers in Bulgaria could get connected immediately. As the onboarding process has been successful so far, GS1 Bulgaria will continue to connect more local companies over time – especially the Fast Moving Consumer Goods industry. An early bird discount will provide even more incentive. Some global companies are already on board and this number is expected to increase through international data relationships. GS1 Bulgaria absolutely has the potential to do this thanks to GDSN.

> „Suppliers and retailers are excited about the new solution. The Global Data Model fits our needs perfectly and allows us to exchange product content in a standardized way. As a result, we have achieved an important goal that benefits everyone."

Tsvetan Simeonov
Chairman of GS1 Bulgaria

Service is a top priority

Consulting and training is offered to ensure that no user is left sailing through murky waters during the onboarding process, but is able to get up to speed properly. GS1 Bulgaria is offering training for beginners, advanced and professional users to provide the best support for using the data pool and dive deeper into the subject.

We are very happy about the successful start and even happier to be able to support GS1 Bulgaria as a close partner in the future.

Great to have you on board with us! We are very much looking forward to continue working with you in the future!

Do you have any questions? Feel free to contact us!

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