



The Global Language of Business

Bringing trusted product data into the digital world

Getting the data right with the GS1 data checker



Businesses are increasingly only as good as their data and high quality data is essential for capturing the interest of consumers and driving online sales.

We are seeing an ever-increasing move by consumers to use online shopping for their purchases. This means the consumer needs to be able to trust the product information available when making an informed purchase.

There is also a growing demand from consumers to be able to rely on the data, especially when they have special requirements like gluten intolerance or nut allergies.



What is data quality?

Data quality is the term used for information that has all 5 elements of quality present. Those 5 elements are: completeness, consistency, accuracy, time-stamped and standards-based.

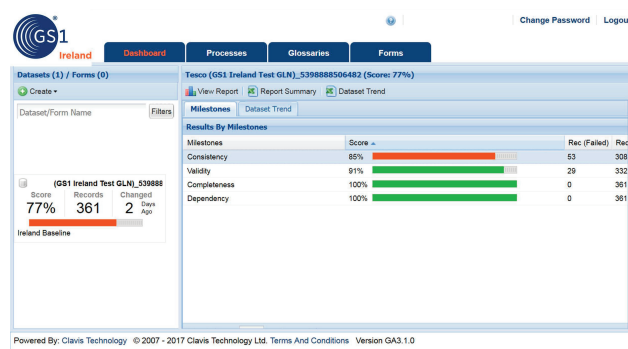
Raise data quality to the level of **trusted product data** with the GS1 Data Checker service

Data quality has today become a strategic focus area for GS1 and the retail industry. To support this new activity GS1 Ireland has launched the GS1 Data Checker service, which supports member companies by checking and analysing their product data through a dashboard-based service.

The GS1 Data Checker Service analyses the data that you need to provide to retailers through the GDS network to ensure its quality and completeness. Additional services that will be available in the future include data checking for Food Labelling (EU1169/2011), and a Pre-Production product data validation service.

Getting the data right at source

To learn more about raising data quality to the level of 'Trusted Product Data', watch our training video on best practices for **New Item Introduction**. You can also complete the latest Data Quality elearning modules on our training portal. Register at <https://learning.gs1.org> for access.



Dashboard from the GS1 data checker

“With a common and standardised approach of data quality, we expect data exchanged in the future to improve, providing the right information to our customers.”

Annick Mievis, Chief Buyer



For more information about the GS1 Data Checker services and the GS1 Data Quality Framework please visit www.gs1ie.org/data-quality

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