



Wegmans



The Role of Private Label in UCCnet



Agenda

- **UCCnet Overview**
- **Role of Private Label in UCCnet**

Overview of UCCnet Function/Role

- Global Registry has **additional attributes**
 - Location information for “owners” of item data versus “users” of item data
 - Allows for a stronger business model addressing; Distributors, Brokers, Private Label, Direct Store Delivery (DSD), Wholesalers, etc.
- **Introduces messaging capability** that provides for
 - “Synchronization of all item data” (151+ attributes)
 - Storage of few attributes but more information

Overview of UCCnet Function/Role (continued)

- Introduces location information for “owners” of item data versus “users” of item data
 - Allows for a stronger business model addressing; Private Label, Direct Store Delivery (DSD), Broker, Wholesalers, Distributors etc.
 - **GTIN** (Global Trade Identification Number) – Item number
 - **GLN** (Global Location Number) – Location number
 - **GLN IP** (Global Location Number) – Information Provider (I.e. Broker, Distributor, Wholesaler, etc.)
 - **GLN BO** (Global Location Number) – Brand Owner (I.e. Manufacturer, Retailer, Supplier, etc.)
 - **TM** (Target Market) – Geography information is being sent to

Global Registry Structure Grid

GLN – multiple information providers

GLOBAL REGISTRY ATTRIBUTES					
GLOBAL REGISTRY KEYS					
GTIN (ITEM)	GLN OF INFORMATION PROVIDER	TARGET MARKET	GLN OF BRAND OWNER	GLN (Delivery)	PRODUCT DESCRIPTION
10614141003249	3M	US	Wegmans	Wegmans & ABC Distributor	19.0 MM Magic Tape
10614141003249	3M	US	Wegmans	ABC Distributor	19.0 MM Magic Tape
10614141003249	ABC Distributor	US	Wegmans	Wegmans	19.0 MM Magic Tape
10614141003249	ZYX Distributor	US	Wegmans	Wegmans	19.0 MM Magic Tape

- Provides flexibility, stability, and integrity for tracking and facilitating different **business requirements** for Private Label, DSD, Brokers, Distributors, Wholesalers etc.
 - *Allows for tracking multiple “information providers” regarding an individual item*
 - *Allows for multiple levels of synchronization*

UCCnet – How it Works

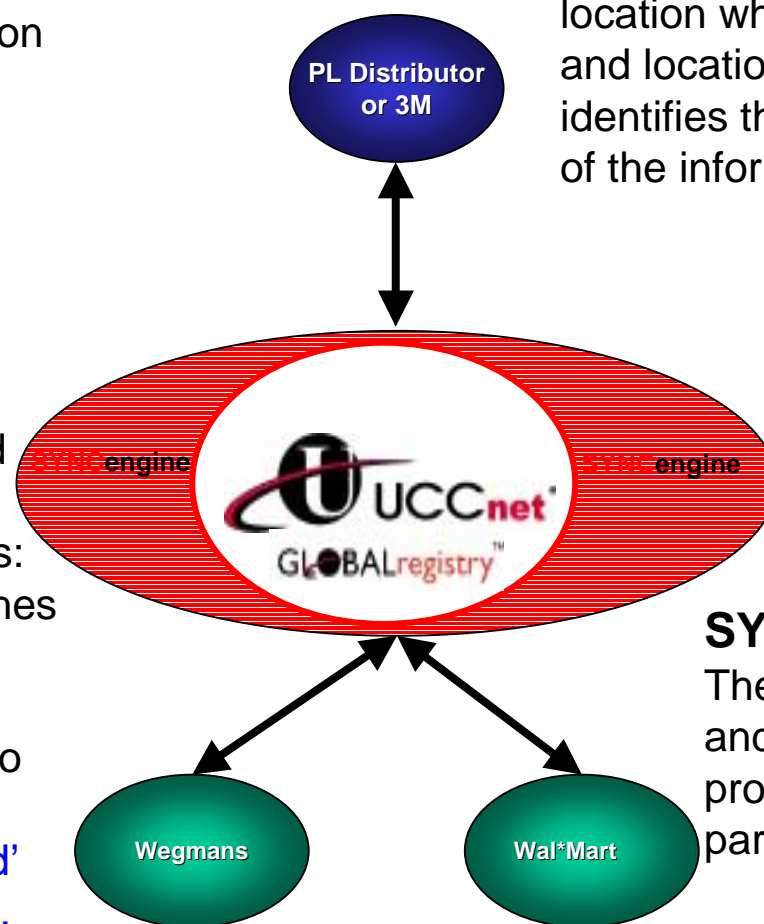
STEP 1:

- PL Manf/Distr. #1 Enters Wegmans PL item information into GLOBALregistry™ with Wegmans as the (Brand Owner) and they being the Information Provider of Wegman's item

STEP 2:

- Product data validated and then registered
- Utilizing the SYNC Services:
 - PL Manf/Distr. publishes 'full' item data to Wegman's
 - Wegmans responds to publication
 - Product data is 'sync'd' between PL Manf/Distr. and Wegman's

GLOBALregistry™ : A single location where standards compliant and location data is registered, identifies the ownership and accuracy of the information is validated.



SYNCengine: performs The transactions of sending and receiving validated product information between partners.

UCCnet – How it Works

STEP 3:

- PL Manf. Enters Wegmans PL item information into the **GLOBALregistry™** as an (information provider) and PL Manufacturer of Wegman's and Wegman's as **Brand Owner** but sends the information to a PL Distributor
- Product data first validated and then registered
- Utilizing the **SYNC Services:**
 - PL Manufacturer publishes 'full' item data to PL Distributor
 - PL Distributor responds to publication
 - Product data is 'sync'd' between PL Manufacturer and PL Distributor
- Step 1 and 2 are repeated with PL Distributor supplying the information

