

# GS1 eCom Standards in 2008 Overview

## eCom Implementation Survey

The GS1 Global Office runs the annual survey, aimed at assessing the state of the eCom community worldwide. It covers implementation of the eCom standards in countries where the GS1 Member Organisations are present.

GS1 eCom Standards ensure secure, reliable and seamless exchange of business information world wide.

### What are we trying to assess?

- Type and versions of standards implemented (GS1 EANCOM®, GS1 XML, other non-GS1)
- Number of implementing companies
- Specific messages implemented
- Communication methods used for exchanging eCom messages
- Member Organisation activities in the area of eCom

### Why is this important?

The data collected in the survey are useful both for GS1 community and the user companies.

The **GS1 Global Office** use them to validate the implementation of eCom strategy and prioritise the projects recommended there. Information obtained during the survey helps in taking decisions based on the actual market needs, rather than assumptions.

The **GS1 Member Organisations** benefit from the survey results by being able to compare the situation on their market with what is happening in other countries. Knowing what is being implemented where, it is easier to seek assistance when similar needs arise in their country. They can also make estimates how the situation may develop on their market, based on information from other countries. It is particularly useful in supporting user

companies with the cross-border business relationship.

The **GS1 user companies** gain the possibility to benchmark their own actual or planned implementation with user groups from their own and other countries. The overview of the market trends may also be a valuable aid in taking decisions about the eCom implementation.

### How did we collect the data?

Data reported in the survey are sometimes based on estimation made by GS1 Member Organisations, sometimes on surveys conducted on the local markets and information obtained from the eCom solution providers. However, when the estimation is done, it is done by the most suitable people: the GS1 Member Organisation staff members, having daily contact with their user community and often assisting them in implementation.

## eCom implementation in 2008

80 Member Organisations responded to the survey and 60 of them reported that some forms of eCom have been implemented in their countries in 2008 (see Figure 1).

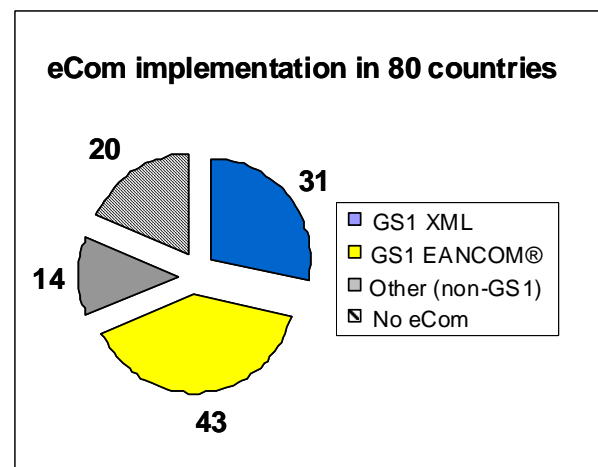


Figure 1

Geographically, the eCom implementation spreads over all continents, with the lowest coverage in Africa (see Figure 2). The 'white spots' on the map are the countries for which the GS1 Member Organisations did not provide any information.

The EANCOM<sup>®</sup> standard in 2008 has been implemented in 43 countries, by almost 84,000 companies. The widest implemented version is still EANCOM<sup>®</sup>1997, although the newest one (and the one currently supported by GS1) is catching up (see Figure 3).

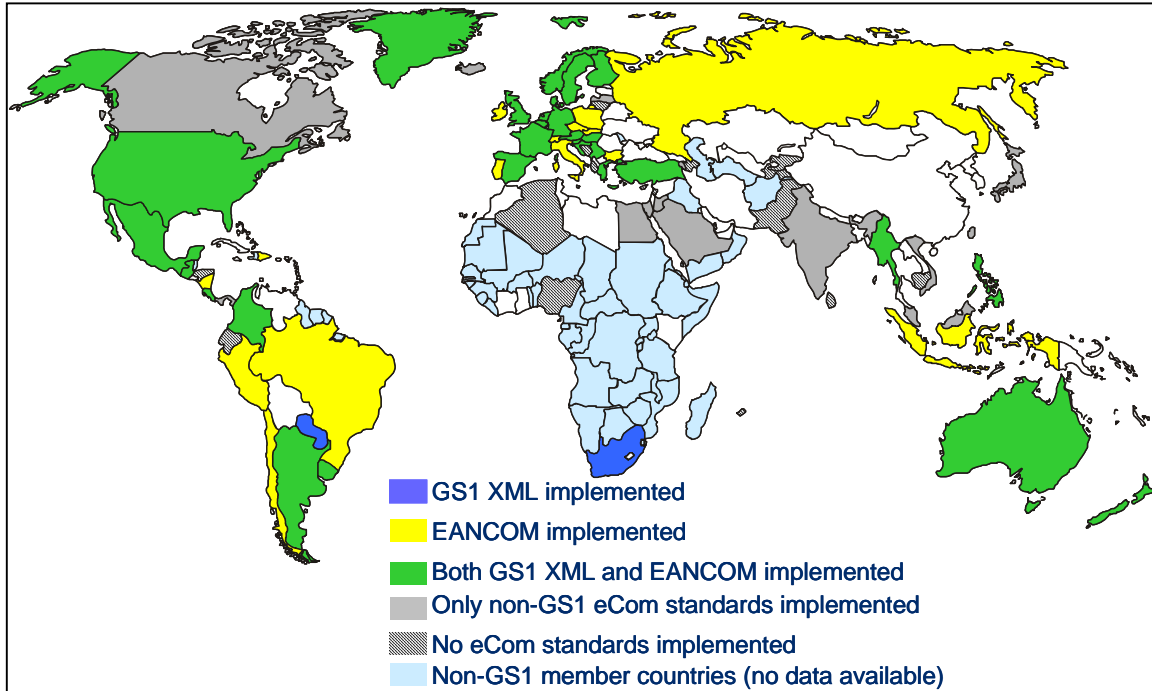


Figure 2

### EANCOM<sup>®</sup> standard

### GS1 XML standard

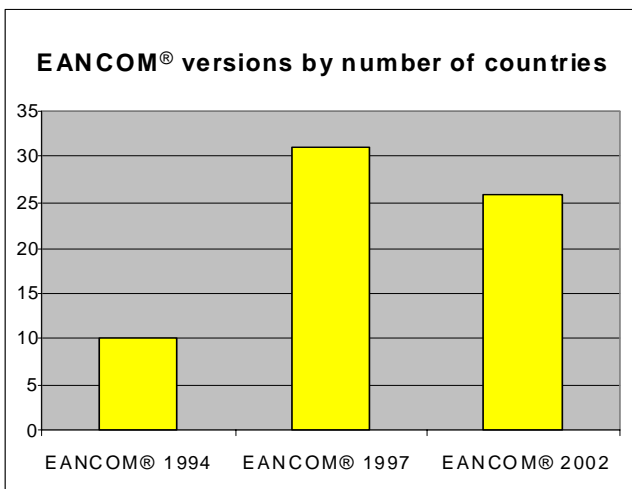


Figure 3

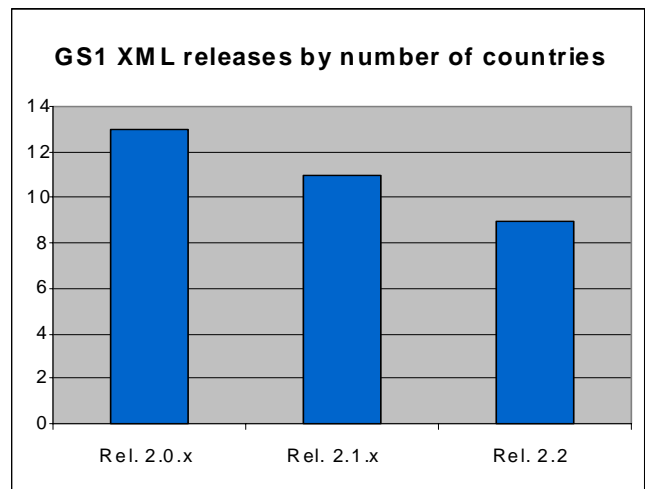


Figure 4

The GS1 XML standards have been implemented in 31 countries, by a bit more than 21.000 companies. The most popular release was 2.0.x, followed by 2.1.x and 2.2 (see Figure 4). More information about the releases can be found on GS1 website: [www.gs1.org/services/gsm/kc/ecom/xml](http://www.gs1.org/services/gsm/kc/ecom/xml)

### Non-GS1 eCom standards

The non-GS1 eCom standards have been used by the GS1 Member Companies in 35 countries. These other standards are rather diverse, the most widely used are the local country specific or regional standards (including ANSI X12) RosettaNet, UN/EDIFACT, UBL (Universal Business Language, sector specific standards and proprietary solutions.

### eCom communication methods

The use of Internet as the eCom communication method increases not only for XML, but also the classic EDI. AS2, that can be used both for sending XML and classic EDI messages over the Internet, was used in 33 countries. The Value Added Networks used mainly for sending classic EDI messages are still very widely utilised. They were reported as used in 36 countries.

### eCom Implementation trends 2005 – 2009

Figure 5 illustrates the implementation of GS1 EANCOM®, GS1 XML and Web EDI in last four years, and the forecast for 2009.

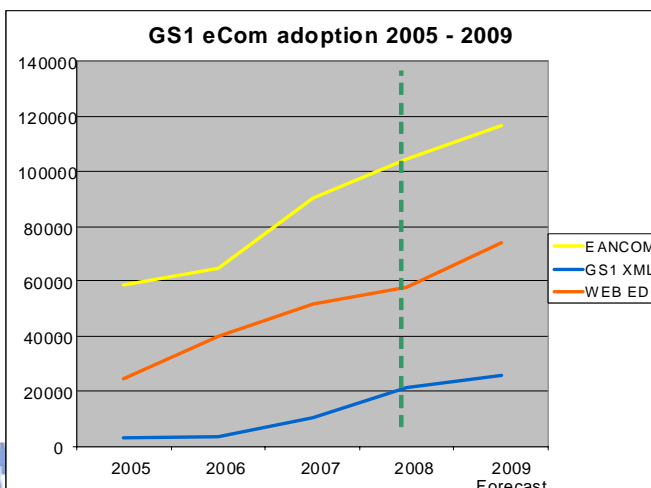


Figure 5

From the chart it is clear, that GS1 EANCOM® is far from being an 'old and obsolete' technology. The number of users amongst GS1 member companies are now more than 100.000 companies and the in 2009 it is forecasted to be almost 120.000.

The relatively new – comparing to the 'classic' EDI – GS1 XML standard after a period of modest implementation levels grew during last two years, breaking the level of 20.000 companies. Figure 6 illustrates details of the GS1 XML implementation.

The Web EDI implementation is also growing at a similar rate, which indicates that also smaller companies and organisations are increasingly embracing eCom based information exchange.

In general, the interest and actual adoption of the electronic form of business documents exchange is constantly growing, confirming the benefits the companies can get from this form of business integration.

For advise about implementing GS1 eCom Standards contact your local GS1 Member Organisation

### More information

More information about GS1 eCom and the detailed report "eCom Standards in the GS1 Community 2008" can be found on the GS1 website: [www.gs1.org/productssolutions/ecom](http://www.gs1.org/productssolutions/ecom)

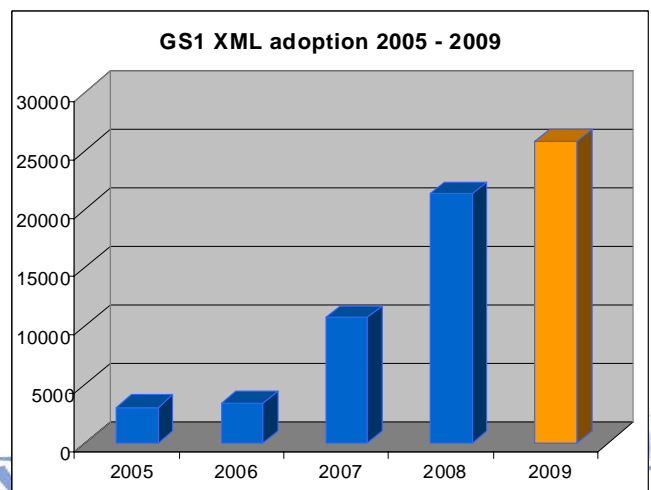


Figure 6