

Some questions that 1SYNC has been asked recently

- **Do I really need to send my data to my retailers?**
 - *What will be the impact to my business if I do not synchronize my data through a GDSN-certified Data Pool with requesting retailers?*

To keep a competitive advantage; your competitors are engaging in data synchronization today. If you don't, then your retail customer may choose your competitor as its [key] vendor since they are capable of electronically exchanging data with them. Some retailers have also stated that they will make future buying decisions based on the capability to synchronize data.

- **Do I want to spend additional time to support a less advanced user interface?**

1SYNC user interface is easy to use. Loading data can be directly in the Graphical User Interface (GUI) or via a spreadsheet load feature.

- **Do I need help understanding GS1 standards, bar code usage, and the global landscape around eCommerce?**

1SYNC is a neutral not for profit subsidiary of GS1 US (formerly the Uniform Code Council). This is the standards organization that developed the U.P.C bar code more than 30 years ago. GS1 US has been working with defining standards for over 30 years and 1SYNC is currently active on 19 standards committees that work collaboratively to create global standards for the GDSN. Our company is currently supporting the standards development and adoption of leading global supply chain initiatives such as RSS, RFID, Data Accuracy, Price synchronization, and Image standards etc.

- **Do I want to ask my manager to approve usage charges for my Data Pool throughout the year?**

With 1SYNC you pay one fee regardless of the number of items you have or how many retailers you need to synchronize your data with globally. As a not for profit company, 1SYNC operates on a cost recovery model and fees are based on your annual revenue, not how many items you have. This allows you to plan appropriately for the costs for the year. Our fees also include access to the Global Data Synchronization Network (GDSN).

- **Do I need to join multiple GDSN-certified Data Pools in order to reach all of the retailers requesting data synchronization?**

No, as a GDSN-certified Data Pool, 1SYNC can synchronize your item data with all participating retailers worldwide.

- **Can I synchronize data with The Home Depot via the 1SYNC Data Pool solution today?**

- Yes you can, today.

- **How does the attribute development process work and who is involved?**

The Hardlines Extended Attribute Initiative (HEAI) is made up of suppliers, GDSN Certified Data Pools and retailers and is sponsored by VICS, AHMA, 1SYNC and GDSN, Inc. Retailers include Lowe's, The Home Depot, Best Buy and Wal-Mart.

More information is available at:

<http://www.ahma.org/Contentl.asp?Page=Information/MktSync.htm>

- **Can I participate in the HEAI initiative?**

Yes, as categories are addressed, having supplier involvement as the subject matter expert in their respective categories will be crucial. Sign up to participate at:

<http://www.ahma.org/Contentl.asp?Page=GDSN/GDSNSignUp.htm>

- **How committed to standards is the 1SYNC Data Pool?**

1SYNC is committed to standards to reduce the cost of supply chain synchronization. The purpose of standards is to lower the cost of synchronizing data. If this process is uniform, trading partners can use one GDSN-certified Data Pool and one certified process to make this happen.

- **Why should I sign with 1SYNC instead of Big Hammer (or another Data Pool)?**

1SYNC offers proven implementation services that provide more value to your investment. With our expertise we can ensure that customers are implemented quickly and can begin to realize benefits from synchronizing accurate data via the GDSN immediately.

- **Why should I renew with 1SYNC when Big Hammer is offering us lower rates?**

The 1SYNC Data Pool solution is the most robust and easy to use solution in the industry today. It also provides excellent technical, educational and implementation services and support to all its customers. Retailers such as Ace Hardware, Lowe's, and Wal-Mart are among others have partnered with 1SYNC for these reasons. These retailers are using the 1SYNC Data Pool with their suppliers to replace bad data with accurate, timely information that strengthens relationships and removes inefficiencies from the supply chain. 1SYNC can synchronize your data with all retailers in the GDSN.