GS1 GDSN description

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**When product information is accessible and accurate, your business wins.**

The GS1 Global Data Synchronisation Network (GS1 GDSN®) is the world’s largest product data network. GS1 GDSN makes it possible for any company, in any market, to share high-quality product information seamlessly. Because companies of all sizes need the same thing—timely and reliable product information—to ultimately benefit consumers and patients.

With GS1 GDSN, high-quality product content is uploaded, maintained and shared automatically, ensuring trading partners have immediate access to the most current and complete information needed to exchange products on both local and global markets.

Any company that needs to send or receive product information can take advantage of GS1 GDSN by subscribing to a data pool. Your data pool will enable you to set up your product content and synchronise it with all your trading partners so you can plug in reliable data for all markets at one time.

Your product content in the GS1 GDSN network will follow the GS1 Global Data Model standard, helping to create a seamless shopping experience across every channel.

The GS1 Global Data Model defines a globally consistent set of foundational product attributes needed to list, store, move and sell your products. By simplifying and harmonising the exchange of product data around the world, the GS1 Global Data Model increases operational efficiency for brand owners and retailers and improves data accuracy and completeness for consumers.

GS1 GDSN realises powerful benefits for your business:

* Share real-time product content with all trading partners simultaneously
* Decrease data management time and costs
* Eliminate manual processes and reduce errors, generating quality
* Bring new products to market quickly and easily
* Enable brand transparency to consumers and patients