Confidence Starts with the GS1 Cloud

GET TRUSTED DATA TO YOUR CONSUMERS

The GS1 Cloud will be the largest source of trusted product information in the world, making it possible for businesses to meet the expectations of today's digital consumer.

Today's consumers expect brand-sourced and consistent product information more than ever before. They want to feel confident that a product is what it says it is. For companies working to build rich and connected consumer experiences that drive satisfaction, loyalty and growth, trusted product information is mission critical. Yet surprisingly, there has been no single platform for brand owners to share their product data globally, no way for retailers, e-tailers and marketplaces to validate the product identifiers and data in their systems. Subsequently, sourcing and vetting product data has been time-consuming and costly. Until now.

Now, with the GS1 Cloud, any company can access brand-sourced product data and deliver confidence to their consumers.

Image
Brand
Company name
Label description
GTIN
Product classification
Target market

ONE SOURCE FOR CHECKING, VIEWING AND EXPLORING TRUSTED PRODUCT DATA
The GS1 Cloud is launching with three initial features. More ways to use trusted data are coming soon.

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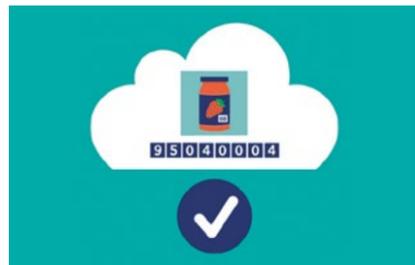
CHECK
Using Check, companies can confirm that products in their systems are properly identified with a valid GS1 Global Trade Item Number® (GTIN®), a crucial step in data quality governance.

VIEW
Using View, companies can source all available product data provided by the brand owner. They no longer have to struggle to collect product information from unverified sources and worry about its quality.

EXPLORE
With Explore, retailers looking for new products to carry in their physical or online store can seamlessly search for new products.

FOR BRAND OWNERS AND MANUFACTURERS
The GS1 Cloud provides brand owners with global reach for their consumer-facing data. They'll be able to see and validate their data, and new products will be instantly seen by potential customers anywhere in the world. All GS1 Cloud users—from retailers, e-tailers and marketplaces to app developers and solution providers—can be confident that they are accessing the right information. Consumers will get brand-sourced information about their products, leading to greater consumer confidence, satisfaction and loyalty.

FOR RETAILERS, E-TAILERS AND ONLINE MARKETPLACES
The GS1 Cloud gives retailers, e-tailers and marketplaces the ability to validate their product listings to ensure that the products in their systems are properly identified with a valid GTIN, a crucial preliminary step in data quality governance. They will also gain faster, simplified access to brand-sourced, high-quality and consistent product data. And they will be able to explore products to source for their stores from any target market around the world.
Moving to this trusted, foundational data set will significantly reduce the time and cost associated with gathering and verifying data. But most importantly, their ability to build rich consumer experiences that deliver trusted product data will help drive confidence, satisfaction, loyalty and, ultimately, improved competitiveness and growth for their business.

FOR APP DEVELOPERS AND SOLUTION PROVIDERS
With the GS1 Cloud, app developers and solution providers can now rely on one source of brand-originated product data to fuel their connected consumer experiences. The GS1 Cloud easily integrates into mobile apps or other solutions via a simple API so that standardized product data can flow seamlessly into their systems. By getting trusted product data from brand owners, app developers and solution providers can improve the experience for their users. Consumers will be able to find and buy products more easily because the data is accurate, and app developers can focus on growing their app without having to worry about the product data.

FOR REGULATORS
For regulators, the global data visibility made possible by the GS1 Cloud will make it easier for everyone to do their part in protecting the safety of consumers. By making brand-originated data simpler to share and access, they'll be able to better manage risk assessment at borders and more efficiently clear products through customs for timely delivery. Product data from a trusted source can also be fed into government initiatives such as humanitarian efforts.

GS1
Association Greece

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