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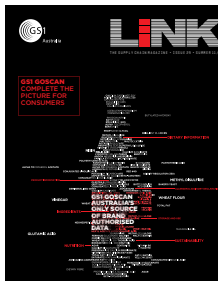
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06



15



GS1 Australia is the only organisation authorised by GS1 Global to allocate and administer GS1 Bar Code numbers in Australia. GS1 Australia adds value to its members' businesses by promoting and developing the adoption of cross-sector, global supply chain standards. GS1 Australia delivers supply chain solutions and services for bar coding, electronic business messaging, global data synchronisation and Radio Frequency Identification technology (RFID).

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WELCOME TO *LiNK* Summer 2011 edition



01

CHAIRMAN'S MESSAGE

Trusted information from trusted sources

→ Over the last three years, GS1 Australia has been working in partnership with major retailers, leading international food companies, the Australian Food and Grocery Council, Australian universities and national health organisations to gather Extended Labelling information to assist consumers and satisfy government labelling laws.

The fruits of this collaboration will be released onto the public stage in March 2012 when GS1 GoScan, the first industry-endorsed iPhone application, starts to deliver detailed Extended Labelling product data to consumers, accurately and in real time.

GS1 GoScan is about providing consumers with access to trusted, validated product data. This data is provided and authorised by brand owners, and it undergoes thorough data validation checks before it is accepted onto the GS1 GoScan databases.

To date, GoScan is the only application providing extended product information that has brand owners' authority. Often, application developers source their data from unknown sources, which can confuse consumers.

Data accuracy and completeness are paramount to the success of GS1 GoScan, and so is the participation of all parties in the food supply chain. Without it, consumers are left with a bewildering array of choices, not knowing which way to turn.

With it, consumers will be empowered to make informed choices, and suppliers and retailers will build trust and gain engagement, interest, and return customers. ■



02

CEO INSIGHTS

Food safety must involve the customer

→ Since its release in August 2011, Recallnet has reached more than 100 registrations. It is a food safety initiative that enables everyone in the food supply chain to create, approve and issue recall and withdrawal notifications to their customers and government agencies, efficiently and securely. The result is timely information reaching all those concerned and minimising any risk to the consumer.

Recallnet is soon to be joined by an initiative that involves the most exposed link in the supply chain, the consumer. GS1 GoScan will make information available to the consumer that will not only allow them to make informed and responsible choices about what they consume, the product's dietary values, allergen declarations, country of origin information, and nutritional details, but also precautions and preparation instructions that will ensure they can at all times handle, store and prepare food items in the safest possible manner.

The Extended Labelling initiative that underpins GS1 GoScan ensures that consumers receive reliable, trusted information. In turn, brand owners have the opportunity to engage with their customers, inform them, advise them and guide them, and build the links that are an essential ingredient in customer loyalty.

If you haven't already done so, contact GS1 Australia now to be part of GoScan.

On behalf of all staff at GS1, I would like to thank you for your support and wish your families a safe and happy festive season. The year ahead looks set to bring new and exciting challenges for all our members. ■

01
RUSSELL
STUCKI
CHAIRMAN
GS1 AUSTRALIA

02
MARIA
PALAZZOLO
CEO
GS1 AUSTRALIA



HOT DATES

FEBRUARY 2012

- 01 Learn/Knowledge Classroom Training Numbering & Bar coding – Sydney
- 02 Learn/Knowledge Classroom Training Numbering & Bar coding – Melbourne

MARCH 2012

- 14 Alliance Partner Industry Standards Training – Melbourne
- 15 Learn/Knowledge Classroom Training (GS1net) Melbourne & Sydney
- 19 Global GS1 Healthcare Conference
- 20 Global GS1 Healthcare Conference
- 21 Global GS1 Healthcare Conference
- 22 Global GS1 Healthcare Conference
- 22 Learn/Knowledge Classroom Training Numbering & Bar coding – Melbourne
- 27 Learn/Knowledge Classroom Training Numbering & Bar coding – Sydney
- 28 Masterclass in Data Quality – Sydney
- 29 Masterclass in Bar code Quality – Sydney

For more information, and to register visit www.gs1au.org/events



GS1NET WEBFORMS SET TO MAKE GS1NET EASIER TO USE

→ GS1 Australia is developing a new and powerful graphical user interface (GUI) for its GS1net supplier community, due for a rolling release beginning March 2012.

Currently undergoing testing, GS1net Webforms will make it much easier for suppliers to load and maintain product and pricing information. The interface has been developed in consultation with users and incorporates requests put forward by those who use the system regularly.

One of the key user enhancements is the instant validation process that allows users to immediately see warnings and fix errors as the data is being entered. This will reduce reliance on and eventually eliminate any need to use the separate GS1net Validator tool.

More contemporary screen designs will allow easy navigation around the system, speed up workflow and make managing product and pricing data easier. Users will also have the ability to create and save custom templates for items and prices, reducing the time to enter additional like-products within a range. There will also be the ability to create and save custom searches, as well as more logical groupings of data that can be expanded, collapsed or even hidden, depending on the product range.

GS1 Australia will be holding information sessions on GS1net Webforms in Melbourne and Sydney at the November GS1net user group meetings. If you would like further information about GS1net Webforms, please contact Sunita Kewada on 1300 366 033 or by email at SKewada@gs1au.org ■



Wishing our members a Merry Christmas and best wishes for a wonderful new year.

“ More contemporary screen designs will allow easy navigation around the system, speed up workflow and make managing product and pricing data easier. ”

INNOVATIVE APPLICATIONS

RELY ON TRUSTED DATA

Smart phones, other highly portable personal electronic devices and the increase in online retailing have opened up a new world of opportunity for application developers and savvy marketers. These applications range from smart shopping lists to sophisticated product search programs, giving consumers a host of innovative ways to make their daily lives more convenient.

→ For example, Scan2List is a free Australian iPhone app that allows shoppers to quickly and easily create shopping lists simply by scanning the bar codes of items in their pantry or manually adding them to a list. Lists can then be saved for future use and be synchronised with other Scan2List users in the household. When at the shops, a list can be organised into aisles that match the layout of the store and items can be checked off as they are added to the trolley.

Similarly, Woolworths' Smartphone App allows customers to add products directly to shopping lists using the bar code scanner, and create and save multiple shopping lists, organised in aisle order for their local store. It also allows them to receive Everyday Rewards offers and specials designed around the things they buy most.

Key to all of these apps is ensuring that the data that sits behind them is trustworthy, up to date and complete. Application developers can now receive instant access to over 700,000 unique bar code records containing detailed product data for retail and healthcare products in Australia, and keep it up to date through automatic updates.

The newly created GS1 Trusted Data Services calls on GS1net as one of its key data sources. GS1net is Australia and New Zealand's data

synchronisation service used by over 1,500 companies, and now operating for 14 years. Over 450,000 product records have been loaded onto GS1net by suppliers, and every time there are new products introduced, updated or deleted from the market place, suppliers will update this product information to ensure their trading partners have up-to-the-minute, accurate product master data. This data is also complemented by GS1 Australia's Bar code Testing service which tests the quality of bar codes for nearly 100,000 products per annum.

GS1 Trusted Data Services allows online retailers, marketers, application developers and other interested parties to receive instant data files containing the product records they are interested in. Companies can avoid the painful process of developing a data base from scratch and keeping it up to date on an ongoing basis.. Some of the data attributes available include:

- Bar code number (GTIN)
- Company name
- Product description
- Product classification (GPC)
- Packaging type
- Dimensions
- ARTG ID (for health products).

Many research organisations, government agencies, analytics companies, web and smart phone application developers and third-party solution providers are already tapping into this unique data source. Current users include the likes of AC Nielsen, VIP Retail, Worldsmart Technology, and Scan2List to mention only a few.

For more information and to set-up your custom data feed contact GS1 Australia on 1300 227 263 or email tds@gs1au.org ■

“ Having access to such a vast amount of product data has saved us a significant effort and cost in trying to source and maintain the product data needed to power our application. It has increased our go-to-market velocity. ”

KATE CASS, CEO OF SCAN2LIST.

RECALLNET

GS1 AUSTRALIA'S RECALL PORTAL REACHES A MAJOR MILESTONE



100 registrations in 100 days!

→ Only launched for use in August this year, GS1 Australia's Recallnet has already met with universal enthusiasm from the food service, grocery, liquor and healthcare industries, with many more organisations actively planning to join.

Why is GS1 Recallnet needed?

A product recall is expensive and complicated and a badly handled one can ruin a brand's reputation or send a company out of business. Yet stringent government regulations and exacting retailer requirements around foods, pharmaceuticals and a host of other sensitive goods make product recalls more likely than ever. A formal recall operating plan is therefore essential for every organisation.

The traditional way of managing a recall or withdrawal has been to manually check supply records and to contact each customer individually by various means, a costly, time-consuming and hit or miss process that puts extreme pressure on a company's resources. In a recall situation where time and accuracy are of the essence, manual handling simply creates greater risk of prosecution, class-action suits, and jeopardises insurance cover.

What is GS1 Recallnet?

GS1 Recallnet is an online portal that enables companies to create, approve and issue recall and withdrawal notifications to their customers and government agencies, efficiently and securely. The service is based on global GS1 standards and best practices, and is designed to increase the speed and accuracy of the removal of unsafe or unsuitable products from the supply chain. GS1 Recallnet is initially being rolled out to the grocery, liquor and food service sectors, with healthcare launching next year.

With GS1 Recallnet, issuing a recall or withdrawal notification is simple, fast and inexpensive. Authorised, pre-registered users access the GS1 Recallnet web-portal following successful authentication. Once in the portal, the user can initiate a recall or withdrawal notification following a simple workflow and completing a standard notification form. The system validates

the data as it is being entered to ensure the accuracy and completeness of the information. Finally, the form can be sent for internal approval before being issued simultaneously to targeted recipients.

How did GS1 Recallnet develop?

GS1 Australia has worked with the Australian Food and Grocery Council (AFGC), Efficient Consumer Response Australia (ECRA), the Liquor Merchants' Association (LMAA) and Food Standards Australia New Zealand (FSANZ), the Food Service Association of Australia (FSAA) and leading Australian retailers and manufacturers to establish GS1 Recallnet for foods and related products.

The GS1 Recallnet project in healthcare is being led by GS1 Australia and The National E-Health Transition Authority (NEHTA) with participation from the Therapeutic Goods Administration, Medical Technology Association of Australia, Medicines Australia, the Australian Commission for Safety and Quality in Healthcare, State Health Departments throughout Australia and a range of leading medical device and pharmaceutical suppliers.

Why so many GS1 Recallnet registrations so soon?

Industry immediately realised the benefits of the GS1 Recallnet

portal, and in just 77 days following its launch on 11 August, the 100th user completed its GS1 Recallnet registration on 28 October.

Viking Imports is a specialty food importer and distributor that supplies premium products to Australia's leading independent retailers and major supermarket chains and specialty delicatessen shops.

Viking Imports' Business Development Manager Ivan Markovic said the company began investigating GS1 Recallnet a few months ago as a way to streamline its recall processes.

"We wanted to be able to contact customers reliably and as quickly as possible if the need were to arise in the future. GS1 Recallnet enables us to do this and safeguard the recall process."

GS1 Australia's Chief Executive Officer Maria Palazzolo said the use of GS1 Recallnet and GS1 Standards provides industry with the ability to improve recall effectiveness.

"GS1 Recallnet enables Australian companies to more effectively manage recall and withdrawal notifications to their trading partners and increase the safety and reliability of our supply chains."

Woolworths completes integration with GS1 Recallnet

Another big milestone achieved by Recallnet within its first 100 days was the completion of end to end integration of GS1 Recallnet and Woolworths' internal recall management system for its supermarket and liquor businesses.

As "The Fresh Food People" Woolworths has a deep commitment to food safety and quality, so much so that the company opened its own quality assurance laboratory as early as 1964, checking samples of merchandise against specifications to ensure that the quality ordered by Woolworths was delivered.

With annual sales exceeding AUD\$50bn and more than 40,000 items on sale in over 1,000 stores around Australia, Woolworths recognises the need for a fast, efficient and reliable recall management system that can provide a smooth and seamless interface to their more than 7,000 suppliers.

Woolworths Limited Senior Business Manager Ian Dunn said Woolworths became involved with GS1 Recallnet because it is an industry-wide initiative that improves the speed, accuracy and security of the recall and withdrawal notification process. Woolworths has contributed to development of the Recallnet portal from the beginning and has now fully integrated Recallnet with our internal recall and withdrawal system through a GS1 standards-based XML message. Woolworths now encourages its suppliers to consider the benefits of using GS1 Recallnet for notification of all recalls and withdrawals going forward.

According to GS1's Ms Palazzolo, "having the support of major retailers like Woolworths, Coles, Metcash and Costco will ensure the success of Recallnet in the food and liquor sectors".

"The potential of GS1 Recallnet to mitigate the huge risk to your business in terms of cost and brand damage that a recall can cause is significant. Recallnet is seen by many companies as a form of insurance," Ms Palazzolo said.

For more information contact Marcel Sieira, General Manager – Business Development – msieira@gs1au.org or 03 9550 3474 ■



GS1 Recallnet Invitation



Waiver your 8 week waiting period – offer ends 31 December 2011

GS1 Recallnet, the online recall and withdrawal notification service special offer waiving the 8 week waiting period is ending soon. Register now to take advantage of this offer and the benefits of efficiently and securely creating, approving and issuing recall and withdrawal notifications to your customers and government agencies.

For as little a **\$120 per annum** you can now issue recall and withdrawal notifications to Coles, Woolworths, Metcash and Costco with the click of a button. With the same click the relevant information is also shared with FSANZ and the ACCC – removing duplication, costs and risks to your business.

To register for GS1 Recallnet follow the online registration form on the website or click the register button. Access to GS1 Recallnet is available to all Australian companies.

» REGISTER

Take advantage of the 8 week waiting period waiver. Complete your registration before 31 December 2011.

YOUR NEXT STEPS

1. Complete the online registration at <https://recallnet.gs1au.org>
2. We will process your registration and will send you an email with temporary access details
3. Follow the link on the email to the GS1 Recallnet website and click on "Login"
4. Use your temporary details to access GS1 Recallnet
5. Change your password by following the prompts
6. Accept the terms and conditions and start the set-up and configuration of your account
7. If you have any questions contact us on **1300 366 033** or via email on gs1recallnet@gs1au.org

i FIND OUT MORE

By registering with GS1 Recallnet you can get recall insurance at lower premiums, visit website <https://recallnet.gs1au.org>

☑ DOWNLOAD

View the latest GS1 Recallnet Industry Call-to-Action at <https://recallnet.gs1au.org>

SUPPORTING ORGANISATIONS



GS1 AUSTRALIA



In March next year, GS1 Australia will play host to the 21st Global GS1 Healthcare Conference in Sydney to discuss 'When Supply Chain meets eHealth – the importance of laying the foundations in healthcare'.

→ The conference will help attendees in their efforts to raise the bar on patient safety and supply chain efficiency, and will include a number of special sessions and seminars.

The conference will kick off with an education and training day on Monday 19 March, focusing on 'Practical Implementation of Data Synchronisation' in two sessions, one specifically for buyers and one for suppliers. Starting with an introduction to GS1 and GS1 Global Data Synchronisation Network (GDSN), the day will help participants understand the business case, outline practical steps to commencement, and

offer lessons and tips from experience, as well as information on the next steps and support available.

Participants from around the world will join the conference to gather the latest information on industry and regulatory developments in automatic identification, traceability and electronic product catalogues/data synchronisation. They can leverage a unique neutral and international platform to network and benchmark with other stakeholders from around the world, and learn more about existing supply chain data standards.

On the last day of the conference, 22nd March, delegates will be able to take site visits to see industry implementation of the GS1 standards in action. At the same time NEHTA will host an invitation-only Government ThinkTank meeting.

Conference attendees will have an opportunity to understand the business drivers and benefits of GDSN in healthcare. GS1 currently has over 225,000 Global Trade Item Numbers (GTINs) in the National Product Catalogue (healthcare data pool), growing at 5,000 GTINs per month. Delegates will learn from the implementation experts on GS1 XML, the eMessaging format selected by Australian healthcare.

The Global GS1 Healthcare Conference brings together all related healthcare supply chain stakeholders to advance the development and

adoption of global standards. The conference is proudly supported by its industry partner National E-Health Transition Authority (NEHTA), and sponsors Abbott, B. Braun, and Clifford Hallam Healthcare. In addition, the Australian Council on Healthcare Standards (ACHS), Australian Dental Industry Association (ADIA), Australian Self Medication Industry Association (ASMI), Medical Technology Association of Australia (MTAA), and Society of Hospital Pharmacists of Australia (SHPA) are the Supporting Associations for the conference.

The conference will take place at Doltone House, Darling Island Wharf, in Sydney's historic Pyrmont district.

For more information or to register go to www.gs1.org/healthcare or contact Katya Saliba, Senior Events Coordinator on katya.saliba@gs1au.org or 03 9550 3476. ■

TO HOST 21ST GLOBAL GS1 HEALTHCARE CONFERENCE IN SYDNEY

INDUSTRY PARTNER



→ The National E-Health Transition Authority (NEHTA) is the lead organisation supporting a national vision for eHealth for Australia. NEHTA's purpose is to lead the uptake of eHealth solutions of national significance for Australia, and to progress and accelerate their adoption through the health system. Jointly funded by the Australian Government and all State and Territory Governments, NEHTA works collaboratively with consumers, healthcare providers, the healthcare industry, the information and communications technology industry, policy makers and funders towards a safe, secure and efficient health system that will deliver better health outcomes for all Australians. NEHTA has made significant progress in developing the essential foundations for eHealth. This includes:

- healthcare identifiers for individuals, healthcare providers, and organisations;
- secure messaging standards and a national authentication - service for healthcare providers;
- clinical terminology (the Australian extension of SNOMED CT, and the SNOMED derivative the Australian Medicines Terminology); and
- a central electronic repository of all medical products maintained by suppliers (the NPC), hosted on GS1 Australia's GS1 net

SPONSORS



Abbott a global, broad-based healthcare company devoted to discovering new medicines, new technologies and new ways to manage health. Its products span the continuum of care, from nutritional products and laboratory diagnostics through medical devices and pharmaceutical therapies. Locally the company offers a range of healthcare options spanning different disciplines and therapeutic areas, including pharmaceutical, nutrition, diabetes care, diagnostics, optical and vascular products.

B. Braun a family-owned company for more than 170 years, offers over 45,000 products and process-orientated services to the healthcare industry worldwide. B. Braun's global philosophy "Sharing Expertise™" is both an aspiration and a promise we strive for. Our strength lies in the extensive experience and knowledge of over 43,000 employees worldwide and their commitment to sharing their expertise with our customers and each other.

B. Braun promotes best practices for continuous improvement of healthcare products and services with the emphasis on safety for the patient and the clinicians.

Clifford Hallam Healthcare (CH2) is Australia's largest healthcare service provider of healthcare products and services to healthcare organisations and is accredited to the current quality standard ISO 9001:2008. As a national company with branches in each state, CH2 is committed to the ongoing implementation and maintenance of quality customer service and management procedures to ensure the highest possible standards in its delivery of product, back-up service and technical support.

SUPPORTING ASSOCIATIONS



The Australian Council on Healthcare Standards (ACHS) is an independent, not-for-profit organisation, dedicated to improving the quality and safety performance of healthcare organisations in Australia through a continuous process of performance review.

Established in 1974, the ACHS has maintained its position as the leading independent authority in the development, implementation and assessment of quality improvement systems for Australian healthcare organisations. Accreditation status is awarded to those organisations that demonstrate compliance with industry-supported standards of performance. Being 'accredited' is widely regarded as a healthcare organisation working towards safety.



The Australian Dental Industry Association (ADIA) brings together the suppliers of quality products and services used in dentistry. As the industry's representative body, ADIA focuses on upholding professional standards and provides opportunities that allows the dental industry to positively influence the commercial, technical and regulatory environment. ADIA's success in negotiating policy outcomes that support the dental industry is attributable to the cooperative relationships the association maintains with dental professionals, government and allied health industry stakeholders. Amongst the many services provided by ADIA to support the dental industry, the association organises premium exhibitions such as ADX12 Sydney. www.adx.org.au



ASMI (Australian Self Medication Industry) is the peak body representing companies involved in the manufacture and distribution of non-prescription consumer healthcare products in Australia. The Association also represents related businesses including advertising, public relations, legal, statistical and regulatory consultancy companies and individuals. Our purpose is to promote the best interests of our Members through negotiation, debate and cooperation with a wide range of stakeholders in our own region and around the world. ASMI is a member of the World Self-Medication Industry (WSMI) and our President and Executive Director sit on the Board of that organisation. For more information, visit www.asmi.com.au



The Medical Technology Association of Australia (MTAA) is the national association representing companies in the medical technology industry. MTAA aims to ensure the benefits of modern, innovative and reliable medical technology are delivered effectively to provide better health outcomes to the Australian community. MTAA represents manufacturers and suppliers of medical technology used in the diagnosis, prevention, treatment and management of disease and disability. The range of medical technology is diverse with products ranging from familiar items such as syringes and wound dressings, through to high-technology implanted devices such as pacemakers, defibrillators, hip and other orthopaedic implants. www.mtaa.org.au



This year, 2011, marks 50 years for The Society of Hospital Pharmacists of Australia (SHPA) as a national organisation and 70 years since it formed in Victoria. SHPA is the professional body which represents around 3,000 pharmacists, pharmacy technicians and associates practising in all parts of the Australian health system. SHPA is the only professional pharmacy organisation with an especially strong base of members practising in hospitals and other facilities. SHPA aims to improve health outcomes by supporting its members' roles in optimising medicines use. The safe and effective use of medicines the core business of pharmacists, especially in hospitals.

GS1 AUSTRALIA CHAMPIONS PROJECT MANAGEMENT



ITBS to the rescue

GS1's IT and Business Solutions department took the bull by the horns when it was called upon to deliver a new, company-wide enterprise and financial management system. By adopting third-party rigour in the management of this project, the team achieved PM best practice and became the go-to for others for guidance.

The increasing number of requests for solutions and services led GS1 to realise the time had come to establish a corporate project management framework as a matter of urgency. Once this need was recognised, the organisation began to research best practice PM techniques and engaged a competent third party to report on the groundwork needed to establish the new framework.

The third-party report card identified a number of failings, mostly caused by an entrenched silo approach amongst the business units that focused on constant catch-up and putting out bushfires. It found that the project culture at GS1 was not mature, projects added to already overloaded people's time pressures, and caused excessive amounts of rework.

Driving change

GS1 created a dedicated Project Management Office, which developed the GS1 Project Management Framework and created templates. Staff members' PM qualifications and experience were assessed, leading to a series of Certificate IV

courses in Project Management. To date, more than 50 staff members have graduated from the course.

Worth the effort

For an organisation whose mantra is to "enable businesses to be more efficient and effective at meeting their customers' needs", highly developed project management proficiency is a must. And since the framework's establishment, GS1 has reaped a number of rewards and recognition both here and overseas.

GS1 Australia presented its Project Management Framework at last year's GS1 Asia Pacific Regional Forum. This has led to information and collateral sharing and culminated this year in the GS1 Global Office adopting GS1 Australia's project management methodology.

Contact Koula Xylourgidis, Manager - Project Management Office & Data Quality Assurance on 03 9550 3428 or koulax@gs1au.org ■

→ GS1 Australia has overcome its weaknesses in project management to become the shining example for GS1 globally, winning the AIPM 2011 Award for PM Capability Development and providing the template for GS1 globally.

Project management is about planning, organising, and managing resources – none of which is possible without a defined framework and established procedures.

This is what GS1 Australia found in 2008 when it undertook a review of its project management procedures. There was no company-wide methodology, and project delivery was largely dependent upon individual staff members' experience, with inconsistent reporting.

THE FRESH CONNECTION

the ultimate value chain experience

2012 National Challenge Start date: 16th April, 2012

The Fresh Connection is an advanced web-based business simulation that challenges participants to work together as a team to demonstrate and improve their knowledge of the Value Chain.

Commencing on 16th April 2012, your company is challenged to join the second National Challenge of The Fresh Connection where simultaneously participants from around Australia will have the task to work as a team to save the fictional company, The Fresh Connection, from financial ruin. The challenge: to collaborate

Registration

Registrations can be made online at www.thefreshconnection.com.au

with fellow team members, craft a strategy, integrate decisions, implement change, make effective strategic and tactical decisions, and to completely transform The Fresh Connection company so as to make it as profitable as possible.

For further information contact **Matthew Gardner:**

E: matthew.gardner@iasiapacific.com
M: +61 449 088 771 **T:** +61 3 9010 5754

Fees

Early bird team entry – AUD \$1,490 per team (\$1,639 inc GST)

(Early Bird team entries close January 31st, 2012:
Full Price entry \$1,925 inc GST)

THEFRESHCONNECTION.COM.AU

NOAH ON THE DISCOVERY TRAIL

A cooperative research project is seeking to identify and quantify the factors influencing the adoption of supply chain technology standards in Australia, with thanks to a research grant from the Federal Government's Australian Research Council (ARC) Linkage program.

→ The University of Melbourne and GS1 Australia have embarked on a cooperative research project to discover what drives and influences organisations in the decision-making process on whether to adopt supply chain technology measures, such as bar codes, eMessaging, RFID and data synchronisation, over and above what is mandated.

Technologies such as bar codes, radio frequency identification (RFID), electronic messaging (eMessaging) and data synchronisation can significantly improve transactions between supply chain members. However, beyond the use of unique product identification, the adoption of these technologies is patchy, with some organisations using these intensively, while many others have shunned them.

The project, codenamed 'Project Noah', aims to develop a deeper understanding of issues that affect the adoption and use of standards-based technologies in four primary industry sectors: FMCG, healthcare, primary industry and automotive manufacturing. The outcome will be a model that will provide guidance to organisations on how they can justify and use these technologies to effect efficient and effective transactions with supply chain members, and will be applicable to sectors in addition to these four.

Studies show that 3.5% of sales are lost due to information inefficiencies, 30% of inventory records have errors, and 60% of all invoices have errors. These types of errors and losses can be reduced through use of these technologies, because they enable more efficient and effective flow of goods and services. All four industry sectors covered by the project can benefit from these technologies: reduced errors and better service delivery in the healthcare sector; improved quality control and reduced transportation costs for primary producers; and improved coordination and reduced transport-related carbon emissions in the automotive manufacturing and FMCG sectors.

For its part, GS1 Australia is seeking to understand from its membership the various drivers for their adoption of the GS1 Systems and the inhibitors to their adoption beyond compliance.

This research should also identify areas from in which GS1 could improve its services offered.

For the industry sectors that will be studied, some specific benefits could result. For example, in the healthcare sector, these technologies can reduce errors and assist in better delivery of healthcare services. This would result in improved health outcomes for Australians. Similarly, regional and rural Australians would benefit if these technologies assist the rural sectors to become more efficient and productive. These technologies can also assist the Australian automotive manufacturing sector to survive and prosper into the future by reducing waste at both firm and supply chain levels.

Finally, the technologies can assist the FMCG sector, where the primary focus is on the transport/traceability of products from manufacturers to retailers, to reduce errors and consequent logistics inefficiencies. This would lead to reduction in transport-related carbon emissions.

As the industry partner to this study, GS1 Australia would benefit by having better knowledge of the needs and requirements of target markets as well as having a clearer conceptual understanding of key adoption-related characteristics of the technologies and of adopters.

Project Noah has several sub-projects under way, which intend to measure expectations in the first instance. These are:

1. GS1 Australia member and staff service quality expectations survey.
 2. Preferred member communication method (how would you like to trade with GS1?) – focus groups.
 3. 10-year review of member eCommerce and SCM Engagement surveys.
 4. Survey of all members on eCommerce and SCM Engagement (starting early 2012).
 5. Mobile commerce: understand expectations of brand owners on how they want to engage with consumers (starting mid 2012).
 6. Cross-supply chain focus groups (vertical and horizontal) and case studies.
- Over the next 12–18 months, as we deliver these sub-projects, we will showcase the results in the *LiNK* magazine.

GS1 and the University of Melbourne need your assistance to complete this valuable work – over time you may be asked to complete surveys and participate in focus groups. For just a small slice of your valuable time, you will make a great contribution towards initiatives that will take time and cost out of the supply chain, and in addition directly contribute to your bottom line.

If you wish to participate in a particular aspect of this exciting project please contact Peter Chambers, General Manager, Operational Initiatives on 03 9550 3480 or pchambers@gs1au.org ■

GS1 GOSCAN TO HIT THE MARKET EARLY NEXT YEAR!

Consumers now want more information about the products they purchase and the companies who produce them, to enable them to make informed choices. Their purchase decisions are increasingly influenced by information beyond what is on the product label. They are seeking information from online shopping sites, product rating services and through social networks accessed via mobile devices to make their product choices and purchase decisions.

“To ensure your company’s product information is accessible and avoid a disappointed shopper, brand owners need to start engaging with GS1 Australia straight away in the gathering and loading of Extended Labelling data.”

www.gs1au.org/services/goscan

PRODUCT INFORMATION

VINEGAR

INGREDIENTS

NUTRITION

DIETARY FIBRE

CALCIUM CAS
ACIDITY REGUL
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CALCIUM FOOD COLOR
BETA-CYCLODE



DIETARY INFORMATION

ALLERGEN & ADVISORY DECLARATION

STORAGE & USE

SUSTAINABILITY

→ Smart phones have taken the place of personal assistants, advisors, diaries, and yes, even the humble shopping list. It follows then that consumers would be turning to the smart phone when seeking new and easier ways to gather product and producer information.

GS1 GOSCAN: TRUSTED PRODUCT INFORMATION AT CONSUMERS' FINGERTIPS

The GS1 GoScan iPhone application enables consumers to rapidly and easily access the trusted product information that they want, delivered efficiently and conveniently via their mobile phone. The integrity and reliability of the GS1 GoScan data is unsurpassed, as it is authorised and supplied directly to GS1 Australia by the brand owners of the vast range of food and liquor products sold in Australia.

GS1 GoScan empowers consumers through providing detailed, personally tailored product information, including ingredients, dietary values, allergen declarations, country of origin information, nutritional details, precautions and preparation instructions, as well as contact details about the company that has produced it.

Over the last three years, GS1 Australia has been working in partnership with major retailers, leading international food companies, the Australian Food and Grocery Council, Australian universities and national health organisations to gather this 'Extended Labelling' information to assist consumers and satisfy government labelling laws.

This work included trials that highlighted the potential of Extended Labelling to influence consumer behaviour and product selection, with potentially important positive benefits in conditions such as diabetes, obesity and allergic sensitivities.

The result of this collaboration is the development of GS1 GoScan, the first industry-endorsed iPhone application that will deliver detailed extended labelling product data to consumers, accurately and in real time.

GS1 GoScan also offers food and liquor industry companies an additional channel for direct consumer communication and increased engagement through the provision of detailed product information and targeted advertising.

THE TIME TO COME ON BOARD IS NOW

When the GS1 GoScan application is launched in March 2012, many consumers will be looking out for participating products and brands to take advantage of the wealth of information available to them through GS1 GoScan.

Brand owners can get involved with GS1 GoScan by providing their product data and product images via methods as simple as an Excel template. The following are the key steps in getting involved:

1. Become familiar with GS1 GoScan data requirements.
Visit www.gs1au.org/goscan to access technical information, including GS1 GoScan data requirements.
2. Choose your method for loading data. You can choose from a simple Excel template or you can choose to use GS1net, especially if you are already using GS1net for synchronising your product data with your retail trading partners.
3. Gather your product data and images. This step should also involve a review of your current business processes to ensure you can gather the data not only once, but every time your product data changes through new product introductions, product re-formulations and product range deletions.

4. Contact GS1 Australia to make your product data available via your chosen method and then send your product images.
5. Use the GS1 GoScan test application to review your product data before it is made available in the production system.

This approach enables you to do a quick random check to give you comfort that the data you have provided has been uploaded onto GS1 GoScan accurately.

IT'S ALL ABOUT MAKING IT EASIER FOR CONSUMERS

GS1 GoScan allows a consumer to access trusted, validated product data. The consumer searches for products, and GS1 GoScan uses a secure internet connection to send a web-service request to GS1 Databank (the back-end databases that hold the validated and authenticated product data) using the product's bar code number (GTIN).

GS1 Databank generates a response and sends this over the same secure connection to the GS1 GoScan application on the consumer's phone. The GS1 GoScan application then renders the information to the consumer in a clear, legible, easy to understand interface.

Consumers are also able to adjust settings to have GS1 GoScan alert them based on certain allergens being present on products they research, and on whether the products meet their dietary requirements.

Consumers with a visual impairment can also leverage the iPhone accessibility features to have the product data read out to them.

All of the product data provided by brand owners undergoes data validation checks before it is accepted onto the GS1 GoScan databases and made accessible to consumers. This ensures the greatest level of data accuracy and completeness.

GS1 Australia has a support team ready to assist you in getting your data ready and validated, so take advantage of this service. GS1 Australia is also holding weekly webinars, where you can learn all about GS1 GoScan and ask questions relevant to your participation. For further information contact

“ The adoption of GS1 GoScan by the Australian food sector will provide a real alternative to the physical label as carrier of trusted information for consumers, breaking through current boundaries and making a wealth of compositional, instructional and promotional information available at consumers' fingertips ”

KATE CARNELL, CHIEF EXECUTIVE OF THE AUSTRALIAN FOOD AND GROCERY COUNCIL.

GS1 Australia on 1300 BAR CODE (1300 227 263) or via email gs1goscan@gs1au.org ■



*Wishing our members a
Merry Christmas and best wishes
for a wonderful new year*

Please note that GS1 offices will be closed from midday Thursday 22 December 2011 and will re-open on Tuesday 3 January 2012.

The Service Support Group will still be available on phone and email between 9am and 5pm supporting GS1net, GS1 Recallnet and GS1 Locatenet.





INDUSTRY RESPONDS TO SUPPLY CHAIN WEEK

Over 400 industry representatives took part in the many and varied sessions that made up Supply Chain Week, held in Sydney, Brisbane and Melbourne.

→ Covering the key areas of Grocery & Liquor, General Merchandise, Agribusiness, Hardware, and Healthcare, the events provided GS1 members with a chance to hear the latest news and developments on GS1's activities and plans for the future. Attendees also received an update on GS1's Alliance Partnership program and the range of products and services available from alliance partners.

GS1 General Manager of Industry Engagement, Richard Jones, said attendees actively engaged with the program and feedback had been very positive.

"All sessions were very well attended and participants rated the quality of the presentation material, the value of the material to increasing their understanding of the subject,

and the seminars meeting their expectations overwhelmingly as very good or excellent.

"Our alliance partners' services were of particular interest to many, as the GS1 Solution Providers' Directory shortcuts the search for qualified services that our members need for the efficient operations of their businesses," Mr Jones said.

Plans are well advanced for next year's Supply Chain Week to be held in August/September 2012. ■



HGAG

TO HARNESS THE POWER OF SOCIAL MEDIA

A groundbreaking research project, funded by the College of Business at RMIT University and conducted in collaboration with GS1 Australia and retailers, wholesalers and suppliers in the hardware sector, has found that social media has the power to enrich communications in supply chain networks.

→ The project received input from a cross-disciplinary team at RMIT, led by Dr Tim Butcher of the School of Management. Others on the team were Professor Caroline Chan, School of Business IT and Logistics; Paul Scriven, School of Global Studies, Social Science and Planning; and Dr Seamus O'Reilly, University College Cork.

The four-month study employed a network ethnography methodology, and was conducted to understand and explain participation and engagement in the Hardware GS1 Action Group (HGAG) by analysing its social structure and capital.

The research findings helped identify opportunities for improved communication and recommendations for enrichment via social media.

"It was found that group participation and engagement is directly linked to the perceived achievability of shared goals," Dr Butcher said.

"For instance, if progress on standards implementation is seen to be slow, engagement at meetings will wane, ultimately leading to reduced participation. As a result, there is a need to re-establish and grow the collective identity of the group around an agreed set of clear and achievable shared goals."

Dr Butcher said there was no need to undertake a major revision of the HGAG constitution, but recommended that the group re-establish and grow the collective identity of HGAG around an agreed set of clearly defined and achievable shared goals.

"The social capital that an organisation holds in the external market does not necessarily translate into the social capital held by its representative actor(s) within such cooperative groups," he said.

The report recommended a review of the group structure and social capital to improve perceptions

of group progress, in three key steps:

- Revisit group goals – disseminate previously agreed goals, agree any revisions to those goals and develop a comprehensive achievable project/program schedule.
- Build trust through openness and knowledge sharing – maintain ongoing transparency of the project/program schedule and open dialogue, sharing progress and lessons learned to engender trust and gain collective benefit.
- Identify who holds the social capital and empower them take lead roles – explore opportunities for other subgroups to evolve that can expand on the existing social structure, creating new clusters of actors meaningfully engaged in activities that are instrumental to achieving shared goals.

"HGAG would benefit from creating group spaces that limit the incursion of external factors such as market competition," Dr Butcher said. "A social media strategy, in combination with the group structure review detailed above, would keep the conversation going and grow it." ■

NEHTA/ GS1 SEMINAR SERIES DELIVERS

Australia's health sector is embracing supply chain reform and making significant progress towards an interoperable system that delivers substantial quality, safety and efficiency benefits for providers and consumers.

The National E-Health Transition Authority (NEHTA) got together with GS1 Australia during August and September to educate the industry via a series of information sessions held in all capital cities to introduce supply chain professionals to the latest initiatives in national health supply chain reform, including the National Product Catalogue (NPC), hosted on GS1 Australia's data pool, GS1net, and the NEHTA eProcurement solution, which leverages GS1 XML.

The National Product Catalogue (NPC) provides a central repository of accurate, standardised information for about 225,000 products from large medical devices to consumables and medicines.

Aimed at the purchasers, suppliers and distributors of medicines, medical equipment and medical consumables, the series focused on the implementation of these medical supply chain management innovations in both public and private healthcare.

The audience not only heard presentations from NEHTA, GS1 Australia and the local health jurisdiction, but also a local supplier who had implemented the NPC. Each supplier had realised a different key benefit from use of the NPC and these included:

- Development of internal data maintenance processes and ownership for that data within their businesses – a single source of truth that didn't previously exist
- Making sales of products that the organisation hadn't promoted to key health jurisdictions, and yet purchases were being made using product data loaded to the NPC
- Meeting the necessary criteria for tender submissions
- Having the ability to move to eMessaging/eProcurement which created a significant business improvement
- The realisation that the organisation has an advantage over their competitors – the business is easier for trading partners to work with if given data has been loaded into the NPC.

It is anticipated that a similar round of seminars will be held in 2012. For more information contact GS1 Australia's Healthcare Team on 1300 227 263. ■



HOW HEALTHY IS YOUR B2B eCom?

B2B eCommerce has become a business necessity; not only is it essential for effective and efficient commerce, but there are now many major organisations that will not trade with suppliers the old-fashioned, paper-and-fax way.

→ The implementation of B2B eCommerce therefore is a critical initiative, one that can require significant investment in software and services, as well as changes to business processes in key operational areas such as customer service, accounts payable/receivable, warehousing and logistics.

It is regrettable that very often once systems are implemented, many organisations don't make the most of their new systems, but instead restrict their B2B eCommerce activities to meet only the minimum requirements of a trading partner or community, addressing only the mandatory transactions rather than exploring the benefits of additional transaction types or trading partners.

In addition, many organisations experience operational issues and handle these as exceptions, without addressing the root cause.

Recognising the difficulties many organisations encounter in the set-up and operation of their B2B eCommerce systems, GS1 Australia has launched an analytical and advisory service called the GS1 B2B eCommerce Health Check Service. It helps organisations realise the maximum benefits and value of their B2B eCommerce initiatives by undertaking an end-to-end analysis of needs, opportunities, roadblocks and process/operational issues.

The health check will identify new messaging and trading partner opportunities, build a roadmap with defined activities designed to address any identified issues and opportunities, ensure that the B2B eCommerce operates smoothly and as efficiently as possible, and finally extend the returns on the B2B eCommerce investment.

“The health check will identify new messaging and trading partner opportunities, build a roadmap with defined activities designed to address any identified issues and opportunities...”

As part of the service, a GS1 senior advisor will examine a number of aspects of your eCommerce operations. For example:

- How many Purchase Orders require manual intervention and what type of operational issues you encounter.
- What effort it takes to generate response messages such as a Purchase Order Response, Despatch Advice and Invoice.
- Verify the quality of information in the messages you send:
 - Despatch Advices not matching Purchase Order Responses
 - Invoices not matching customer expectations
- What effort is required to manage and resolve any discrepancies.
- Whether there are ongoing data integrity issues between you and your trading partners:
 - Incorrect pricing
 - Missing or invalid GTINs
 - Incorrect physical specifications such as dimensions, weights, pack configurations, etc.

The scope can be customised to address additional areas and processes within your business and we would be more than happy to discuss these with you.

Contact GS1 Professional Services on 1300 BAR CODE (1300 227 263) or email profservices@gs1au.org

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GS1 RECALLNET AND PRODUCT SAFETY RECALL SYSTEMS

The recently launched GS1 Recallnet recall portal enables companies to manage and expedite product recall and withdrawal notifications electronically. Avery Dennison's Vendor Connect is a suite of customisable solutions which facilitate the implementation of GS1 system technologies, allowing suppliers to effectively track and trace products through the supply chain and access accurate and timely information.

→ Vendor Connect supports GS1 best practices by enabling the data capture and storage of product and shipping information as part of the normal GS1 System order fulfilment for Coles, Woolworths or other EDI enabled retailers.

The data scanned and collected for pallet labelling and ASN generation is retained and easily accessed. This data can be printed or transmitted electronically to identify shipment information associated with a batch number, allowing suppliers to focus their efforts effectively if a recall is necessary.

In addition, Vendor Connect supports the following GS1 processing requirements:

- EDI messaging
- Pallet and case RF picking
- Life date and batch number scanning and collection for pallet labelling and ASN
- SSCC labelling
- Inventory tracking
- Batch number tracking

What industry and regulators have said:

Australian Food and Grocery Council (AFGC):

"The protection of the health and safety of consumers is a fundamental requirement and a legal obligation of all companies involved in the production and sale of food and grocery products. Suppliers and retailers must take every precaution to ensure products are safe. They are committed to ensuring that the quality of products is maintained and that the information provided to consumers is accurate. However, problems sometimes occur which require the recall or withdrawal of products."

"While the supplier has absolute responsibility for the safety of its products, the removal of the product from the marketplace is a shared responsibility throughout the distribution chain. Recalls which are not handled correctly can place consumers at risk, impose large and unnecessary costs on the companies involved and leave them liable to legal action."

Australian Competition and Consumer Commission (ACCC):

"To enable effective product tracking, the ACCC will encourage suppliers to have systems in place to track products and retain records that reflect the movement of products through the supply chain. Greater ability to identify particular batches of products and track them effectively through the supply chain would mean recall action could be limited to fewer products and communications could be more effectively targeted."

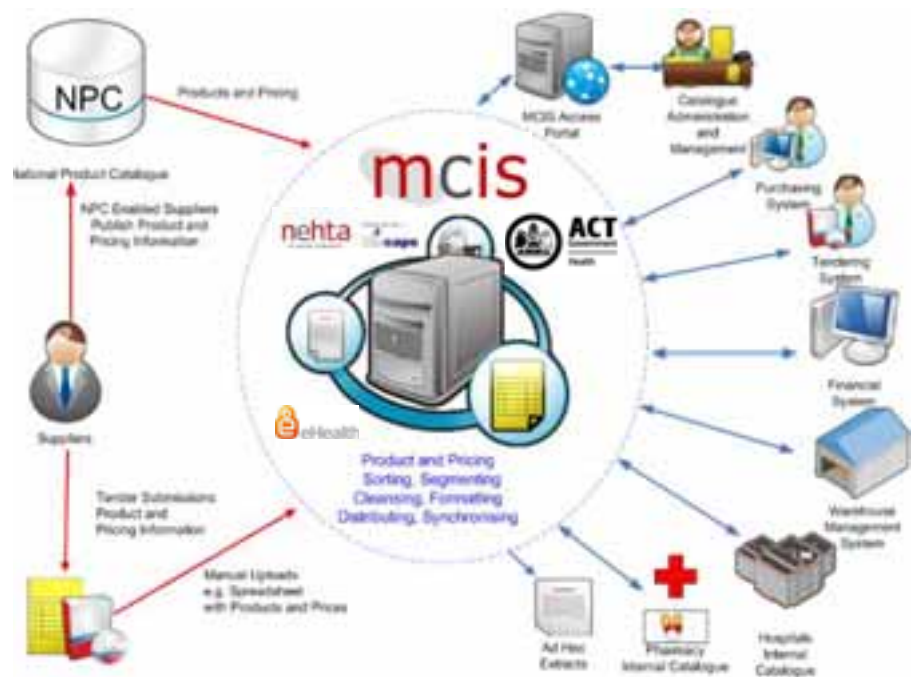
For more information on Vendor Connect solutions available through Avery Dennison, please contact Jeff Shillington, Solutions Manager, Avery Dennison RBIS Pty Limited. 0411 699 305.

About Avery Dennison

Avery Dennison (NYSE: AVY) helps make brands more inspiring and the world more intelligent. For 75 years the company has been a global leader in pressure-sensitive technology and materials, retail branding and information solutions, and organization and identification products for offices and consumers. A FORTUNE 500 company with sales of \$6.5 billion in 2010, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit www.averydennison.com



BIZCAPS DELIVERS ACT HEALTH MASTER DATA SYSTEM AT TOP SPEED



ACT Health management were delighted by the rapid implementation of their new product catalogue synchronisation process earlier this year. The organisation is already seeing efficiencies through less ordering errors and reduced data administration workload.

→ Their new system, the first of its kind in Australia, was developed by Bizcaps, an innovative Australian software company that helps create and maintain the product data catalogues of some of the largest organisations in Australia and New Zealand.

In a lightning-fast turn round, specifications for the new system were signed off by ACT Health in March this year. The project was successfully implemented by the end of May.

The Master Catalogue Information Service (MCIS) allows ACT Health Supply Services to streamline their procurement processes through close integration of the NEHTA-established National Product Catalogue (NPC), which is hosted on GS1 Australia's data pool GS1net, with their own Purchasing Information System (PICS).

The system is designed to be easily-configurable to synchronise and cleanse data with multiple existing client systems.

MCIS will synchronise product and price information for purchasing medical material from major ACT Health suppliers who use the NPC, such as Pfizer, Ansell, Roche and 3M.

Because the NPC identifies each supplier product and validates and stores details like price, active ingredients and pack size, real-time

automated synchronisation means not just a significant reduction in data errors but also dramatically reduced complexity in managing the synchronisation processes.

Configuration of standard Bizcaps product "engines" was the key to the lightning-fast implementation, says Bizcaps CEO Rob Clifton-Steele.

"Bizcaps MCIS is a web-based tool, specifically designed for easy configuration, ensuring rapid deployment," he says.

"Setting up the system can be done by our client and doesn't require them to do much integration work with back-end files. Our MCIS uses some very powerful workflow elements to manage the collection, routing and use of the data."

MCIS has powerful search capabilities, for instance identifying prosthetic rebate codes. The system also provides fully-customisable reporting, he adds.

The first middleware product certified for GS1net, Bizcaps are specialist providers of software that provides a connection between the purchasing, inventory and accounting systems common among end-user organisations, and the GS1net and NPC datapools, which are now the primary repository of product data for sellers and buyers in the grocery, liquor, healthcare, office products, and hardware markets.

Bizcaps provides software and services for both suppliers and buyers.

Adrian Scott, Executive Director Business and Infrastructure at ACT Health, was delighted by the rapid deployment and notes there are substantial improvements in their service delivery as a result.

"MCIS decreases the phone calls with our suppliers in dealing with price variations and unit of measure problems by providing better product information."

The change in ACT Health processes is already showcasing the advantages of the NPC to suppliers, according to Mark Brommeyer, who is Manager Supply Chain at NEHTA.

"From a NEHTA perspective, ACT Health's use of MCIS is already demonstrating some important outcomes in eHealth supply chain reform," he says.

"MCIS shows that purchasing and distribution processes can be streamlined through faster access to accurate and timely product information, minimising product order errors and providing more timely information for purchasing and inventory management."

Mr Brommeyer predicts that the efficiencies of the new system will provide a model for further supplier engagement with their trading partners through the NPC.

"As ACT Health continues expanding the usage of MCIS, the data matching reports enable closer collaboration with their suppliers, highlighting further opportunities to increase their usage of the NPC," he says.

NEHTA and Bizcaps are continuing to work together, with Bizcaps planning to roll out the enhanced MCIS for other jurisdictions and private sector buyers. ■





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Dy-Mark Identification Solutions recognises the need for end users to integrate flexibility and reliability into their overall printing solutions.

→ By working closely with solutions providers, Dy-Mark Identification Solutions will offer competitive pricing combined with the proven durability and rugged construction that the Datamax-O'Neil range is known for. With the experience that comes from being the longest serving Datamax-O'Neil importer in Australia, Dy-Mark Identification solutions can provide resellers with a ready supply of stationary printing solutions that can be configured to meet specific needs.

The Datamax-O'Neil product range is used in various industries around the globe, including healthcare, retail, automotive, logistics, ticketing and manufacturing. The product range includes one of the most diverse lines of thermal printers available, ranging from entry level units to high-performance systems. The printers can be deployed off the shelf or customised to suit specific customer requirements.

With a knowledgeable sales force, backed by an experienced technical support team, you can expect delivery of a customised, high-performance printer. Dy-Mark Identification Solutions is also able to supply a complete range of consumables including spare parts, plain labels and tag stock and thermal ribbon.

For more information on how to integrate the Datamax-O'Neil range into your system, contact the Dy-Mark Identification Solutions Customer Support Team on 1300 396 275. ■



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