



The Global Language of Business

Product Certification Checklist

eCommerce Content

Version 4.3.10



Product Certification Checklist

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Product Certification Get Started Checklist

This document describes the subscription process and the workflow for brand owners (data providers) who want to use Product Certification to ensure that information for published products is certified as accurate.

Introduction

Developed as part of the ECCnet Next Generation initiative in collaboration with industry and as a result of user feedback, Product Certification is a standardized data excellence tool that consolidates ecommerce, nutritional and pharmaceutical content certification processes within a single tool.

Product Certification enables multiple internal stakeholders and subject matter experts to certify all content in one user interface for multiple business processes, helping to improve data quality.

With the appropriate subscriptions, you can review and certify nutritional and eCom-merce content in one tool and apply certified content across multiple other GS1 Canada tools and services.

Product Certification enables brand owners to certify the accuracy and completeness of attribute values in the following product data areas:

- Basic product details
- Attributes as they relate to the Nutrition Facts panel on the product (if applicable)
- Ingredients as they relate to the ingredients label on the product (if applicable)
- A set of common allergens (if applicable)
- Certification claims (kosher, organic, halal, Aquaculture Stewardship Council, Marine Stewardship Council) (if applicable)
- Product claims (optional attributes to record statements as marked on the pack- age) (if applicable)
- Extended Information and Top Up (added features and benefits and customer- friendly identification that apply only to ecommerce certification)

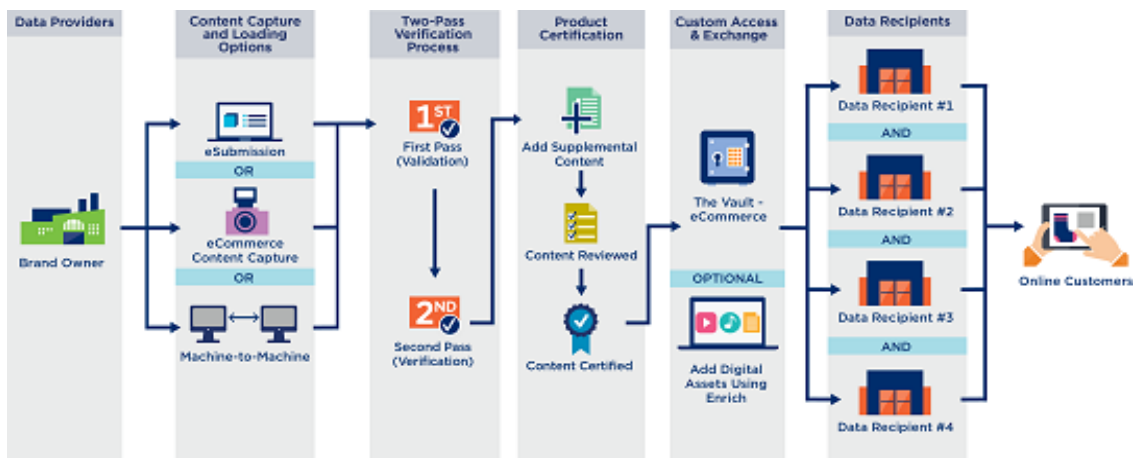
Roles

Role	Description
Product Certification Admin- istrator (Admin)	Manages Product Certification users.
Reviewer	Validates all product images and related product information for products listed in Product Cer- tification tool. Adds Top Up details.

Role	Description
Approver	Certifies the product after it has been reviewed by the Reviewer. Although un-certified content can be viewed in Content Distribution App - eCommerce Content, upon certification, the images and data for a given product are ready to be viewed in Content Distribution App - eCommerce Content with "Certified" status.
Viewer	Views attribute field values and cannot edit, validate or certify products.

Checklist

The figure below shows a simplified view of the entire Product Certification process.



The headings in the figure are described in the table below.

Heading	Description
Data Providers	This is a multiple step process: 1. Register your company for Content Distribution App - eCommerce Content from Content Distribution App - eCommerce Content web page. The person who completes the registration will be designated as the default Product Certification Administrator (PCA) for eCommerce Content. For help with registration, contact info@gs1ca.org . 2. The PCA completes the subscription process by accepting the Platform Agreement.

Heading	Description
	<p>3. In myGS1, in My Tools, the PCA opens Product Certification and accepts the End User License Agreement.</p> <p>At this point, the Product Certification Administrator is ready to manage Product Certification users.</p> <p>4. The Brand Owner creates GTIN codes and prepares to load core product data.</p>
<p>Content Capture and Loading Options</p>	<p>To capture images and data from your product, you have these options:</p> <ul style="list-style-type: none"> - Ship physical product to GS1 Canada for image and data capture, - Submit images digitally to GS1 Canada for review against global standards and data capture, - Contact GS1 Canada to have data and images of your product captured at your site, <p>or</p> <ul style="list-style-type: none"> - Machine-to-machine data transfer. <p>To define or update your content capture option, contact your GS1 Canada Account Manager or write to info@gs1ca.org .</p> <p>Product images and data are loaded into Product Certification .</p>
<p>Two-Pass Verification Process</p>	<p>GS1 Canada ensures that all required field values are complete and correct, according to business rules applied by the system.</p>
<p>Product Certification</p>	<p>Verified content flows to Product Certification .</p> <p>The Brand Owner Reviewer reviews verified content for accuracy and completeness. For eCommerce content, a Reviewer cannot add or edit any data that is presented because it is captured from product packaging. In the Top Up product view, there is an opportunity to add supplemental product information. If the Reviewer rejects a product, it goes back to GS1 Canada for assessment and correction .</p> <p>After a review is complete, the Approver is notified. The Approver can certify the product content for publication. If the Approver rejects a product, it goes back to the Reviewer .</p> <p>As a brand owner, you have 30 days to certify product content. If you certify product content during that time, content flows to Content Distribution App - eCommerce</p>

Heading	Description
	Content right away. If you do not certify product content within the 30-day timeframe, un-certified product content flows to Content Distribution App - eCommerce Content and is visible by your trading partners.
Content Access and Exchange	<p>eCommerce Content data and images flow to a secure storage tool. A vital element of the ECCnet eCommerce Content solution, data providers use Content Distribution App – eCommerce Content to view, download and distribute eCommerce Content product images and data with trading partners.</p> <p>Optionally, you can use the premium feature Enrich to add digital assets such as a training video, a data sheet, a sell sheet and so on. This feature is intended to help brand owners organize and store digital content associated with their products.</p> <p>Data recipients use Content Distribution App - eCommerce Content to access eCommerce Content images and data in one central location.</p>
Data Recipients	eCommerce product content flows to data recipients, who make it available to their online customers.

More Help

For more help with Product Certification, contact info@gs1ca.org or call 1.800.567.7084.