



ECCnet Planogram Content

Powered by TrueSource™

Standardized Content for Accurate and Effective Retail Shelf Displays

Robust planograms drive sales, increase brand awareness and optimize every centimetre of retail space. But even the most innovative shelf design is ineffective without accurate and complete product data captured consistently across brands and manufacturers. ECCnet Planogram Content catalogues the standardized bilingual product images and precise packaging weights and dimensions required for successful in-store planograms.

How ECCnet Planogram Content Solution Can Benefit Your Business



Standardized Content from Multiple Vendors

GS1 Canada uses a consistent methodology for capturing standardized planogram images and precise packaging weights and dimensions across brands and categories for optimized shelf space and inventory management. Directed by industry, ECCnet Planogram Content includes mandatory and optional English and French attributes, ensuring that vendors are supplying standardized, bilingual content that meets trading partner requirements.



Access to a Primary Source of Truth

A centralized planogram registry ensures you can quickly and conveniently access accurate planogram data from multiple vendors when you need it. There's no need to request content from individual vendors, saving you time and resources.



Faster, Streamlined Access to Planogram Content

Access planogram content even faster through an automated Application Program Interface (API), enabling the data to feed directly into your internal tools and information management systems. An automated, customizable data extract also ensures you're aware of product packaging updates or changes to weights and dimensions that could impact space and inventory management.



At-a-Glance



Over **4,000 data providers** are submitting content for **more than 170,000 unique GTINs** into the planogram registry.



All data in Planogram Content is third-party verified, so you can feel confident that the information being used is **accurate and up-to-date**.

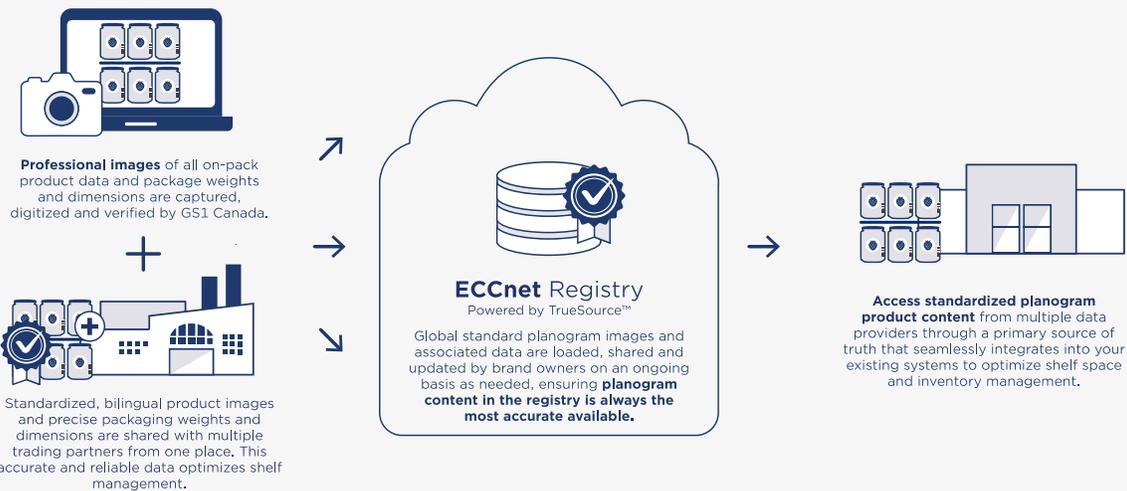


ECCnet Planogram Content is **compatible with all major planogramming** software, so data provided by vendors through this solution will seamlessly integrate into your existing systems.



Having access to a **centralized, single source of truth** enables quick and easy access to accurate product information from multiple vendors when you need it.

How the ECCnet Planogram Content Process Works



Tools and Services Available



Standardized Planogram Images and Data

Manufacturers provide 5-6 straight-on low-resolution images, verified bilingual data and precise package weights and dimensions, captured using a consistent methodology across all vendors. You will also have access to retail-ready packaging and tray images as they would appear on store shelves, if applicable.



The Vault

The Vault is a central, secure hub for accessing marketing content from your suppliers. Using an efficient one-to-many sharing process enables you to easily access standardized images from multiple suppliers in one place. Save time and resources by eliminating the need to request content from each trading partner individually.



Item Centre

With Item Centre, data recipients can quickly access, search or automatically receive the most up-to-date, bilingual, perpetually cleansed product content available. Mandatory attributes directed by industry help ensure the data being provided by trading partners meets Canadian industry and regulatory requirements.



Program Content API

A direct API feed enables faster access to more product data and images in ECCnet Registry. Data recipients can receive streamlined access to multiple types of industry solution content, along with product listing data. This saves time and resources by reducing integration costs.



Planogram Content Extract

Planogram Content Extract offers customizable FTP feeds that increase the reliability of planogram content by providing retailers and other data recipients with ongoing access to your data updates. The automated feed provides content according to the criteria you specify. If you build planograms for your trading partners, you can use the extract to access images and data for third-party and competitor products to build more accurate planograms using reliable content.



TrueSource™ Dashboard

Designed to facilitate transparency between data providers and data recipients, TrueSource™ Dashboard is a data excellence tool that provides visibility to the status of your product content across multiple business processes. Quickly assess product data to identify, track and action gaps for a 100% accurate and complete product catalogue. Achieve better collaboration with trading partners and increase sales opportunities with TrueSource™ Dashboard.

Learn more about ECCnet Planogram Content including how to register by visiting www.gs1ca.org/planogram-content or call **1.800.567.7084**.