eCommerce M2M

Frequently Asked Questions

What is eCommerce M2M?

eCommerce M2M (or eCommerce Machine-to-Machine) is a new service that allows manufacturers and distributors who already have accurate images and data for their products to send that content directly into The Vault – eCommerce through the establishment of an API (Application Program Interface).

Subscribers using this service will not need to send physical products to be captured by GS1 Canada or need to certify their products within The Vault – eCommerce **– so long as their data and images remain compliant with GS1 Canada's specifications.**

Am I eligible for eCommerce M2M?

To use eCommerce M2M you must first subscribe to The Vault – eCommerce.

What are the benefits of using eCommerce M2M?

Manufacturers and distributors can save on the cost of shipping products to GS1 Canada's studio in Montreal and paying for content capture services.

They can also save time by having their products enter The Vault – eCommerce directly and be shared with their trading partners immediately.

An API between the manufacturer or distributor and The Vault – eCommerce also removes the duplication of effort where manufacturers will not need to have GS1 Canada replicate photos and data they already own.

How is this different from the current eSubmission process?

The current eSubmission process works on a product-by-product basis. eCommerce M2M opens up a permanent "pipeline" for product content to flow directly from the manufacturer or distributor into The Vault – eCommerce. Additionally, product content enters The Vault – eCommerce in a certified state, so there is no longer any need to certify data.

How does the process work?

Basically, the process maps the data within a manufacturer or distributor's existing product information management system (PIM) to The Vault – eCommerce. It then streams the content of the PIM into The Vault – eCommerce via an API feed.

Once the feed is established, the pipeline that allows data to flow directly from the manufacturer or distributor directly into The Vault - eCommerce is open and any changes made in the PIM will flow into The Vault - eCommerce. This includes any new products added or changes to existing products.

How long does it take to implement?

Different manufacturers and distributors will need different amounts of time to set up an eCommerce M2M API, but the standard period is 4-6 months.

The establishment of the API occurs in four phases:

1. Content Analysis

    -   This stage is used to assess the overall quality of the manufacturer or distributor's content before technical integration begins.
        A comparison is made between the content in the manufacturer or distributor's PIM and the content captured by GS1 Canada to ensure full equivalency.
        If they do not match, the content in the PIM may need to be added or adjusted.

    -   This process may need to be repeated several times before proceeding to the next stage.

2. Technical Workshop

    -   Once minimal data completeness and accuracy has been reached, a technical workshop is held to agree on the key objectives of the M2M API and provide further technical information about how the process will work.

    -   During the workshop initial timelines and key resources will be identified.

3. Technical Integration and Quality Assurance (QA)

    -   During this phase, the M2M API is established and QA testing commences.

    -   The manufacturer or distributor sends image labels and GS1 Canada then compares the content on those labels to a sampling of the data coming through the manufacturer/distributor's feed.

    -   Once the submitted content and the content captured from physical product samples are consistently and reliably identical (98 per cent) over a period of time, Phase 4 can commence.

4. Live Supplier Feed

    -   During this phase, the API is completely set up and functioning.

Do I still need to certify my products?

No, as long as the product content has passed into phase 4. Your content will enter The Vault – eCommerce with a certified status.

How does GS1 Canada check the accuracy of my content?

GS1 Canada conducts periodic audits of your content where a random selection of your products are compared against the data supplied through eCommerce M2M. Content must maintain an accuracy rate of 98 per cent or above to pass the audit.

What happens if my content fails an audit?

If your content fails an audit, the manufacturer/distributor reverts to Phase 3 for QA until the issue can be resolved. GS1 Canada will work closely with you to ensure that the problem is accurately identified and the pipeline can be reopened as fast as possible.

How much will it cost?

Initial set-up costs will vary by manufacturer/distributor depending on complexity and features selected. Please discuss with one of GS1 Canada's account managers for more information.

Once set up, the following fees apply:

Task	Fee
Annual API Support	$5,000.00
Annual Maintenance	$15.00 per product
New/altered product (no rejection errors)	$45.00 per product
Quarterly Audit (no rejection errors)	$60.00 per product
Quarterly Audit (with rejection errors)	$140.00 per product

What is the annual maintenance for?

This fee covers the cost of ongoing storage and service upgrades and enhancements.

How many products are in an audit?

The audit takes a sample of 10 per cent of any new products submitted since the last audit.

What constitutes a "new/altered" product?

A new product is one that GS1 Canada has not previously captured. An altered product is one that has been previously captured but which has been resent to GS1 Canada following changes to packaging or other weights and measures.

When does it launch?

Initial implementation of eCommerce M2M is expected to be able to commence in Q3 2017.

Who can I contact for more information?

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