

GS1 Canada eCommerce Solution Machine-to-Machine (M2M) Data Extraction Options



You need a fast, easy way to get your suppliers' product images and on-pack data for use in your marketing efforts and on your digital storefronts. To meet that need, GS1 Canada is offering an API (Application Program Interface) web service that lets your systems pull product images and on-pack data directly from The Vault – eCommerce straight onto your website.

GS1 Canada validates supplier content and then, with this machine-to-machine (M2M) API, makes eCommerce content available to you to ensure that it is always up to date.

While setup is relatively simple, GS1 Canada is with you every step of the way. We'll work with your developer directly and will provide detailed guidelines and documentation.

Enhance your eCommerce efforts and get M2M today.

Why you should use M2M

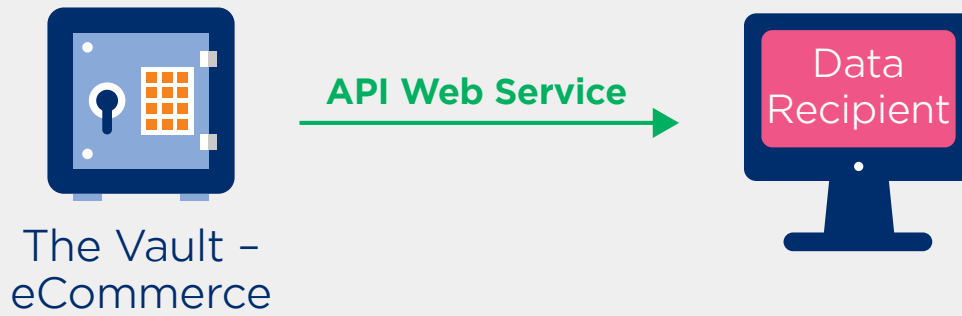
- ✓ Reach your customers faster by fully automating the process of populating your online storefront with content
- ✓ Feed data across multiple platforms – website, app, store kiosk, etc.
- ✓ Increase data accuracy by eliminating manual intervention
- ✓ Frees up your administrative and technical staff for other duties
- ✓ As effective and easy to implement for smaller retailers as it is for larger operators – you can be up and running in as little as two weeks

How it works

Getting set up is simple.

- 1 GS1 Canada provides your developer with the data specifications for the API
- 2 GS1 Canada consults with your developer should they need assistance, ensuring a streamlined, successful implementation
- 3 Your developer maps your system to GS1 Canada's data model, develops the code and tests the implementation
- 4 You can now extract live data as an XML feed

How the data flows



How to get started

With this document you should also have received the following resources. It is recommended that you engage with them in the following order and share them with the appropriate teams.

If you have not received these resources, please contact your GS1 Canada account manager.

| # | Resource | What it is for | Who this is relevant to |
|----|--|--|---------------------------------|
| 1 | FAQs (eCommerce M2M FAQ - Outbound) | Answering high level questions about the M2M process | All teams |
| 2 | Vault Integration Guide (VaultIntegratedDataOutboundGuide) | Explains the integration process in technical terms and provides the foundation for understanding the attribute template | Business and Technical teams |
| 3a | XML Web Service (GetUnsentProductData) | For testing the API code | Developers, Technical teams, QA |
| 3b | XML Web Service (SupplyCoverageReport) | Send to GS1 Canada to indicate what you need in your outbound XML feed | Developers, Technical teams, QA |
| 3c | XML Web Service (SupplyExtractionFeedback) | For testing the API code | Developers, Technical teams, QA |
| 4 | Example VS2008 C Source (Example VS2008 C Source) | Example code | Developers |

For a full demonstration of GS1 Canada's machine-to-machine process for eCommerce content and how it works,

contact your **GS1 Canada account manager**, call **1.800.567.7084** or email **ECCnetSupport@gs1ca.org**.

ABOUT GS1 CANADA

GS1 is a neutral, not-for-profit organization that develops and maintains global standards that improve the efficiency, safety and visibility of supply chain practices. Operating in more than 25 sectors, GS1 standards create a common business language that fuels systems and processes across the globe. GS1 Canada delivers perpetually updated and cleansed, bilingual product data to organizations of all sizes to help meet Canadian trading partner requirements and address sector-wide issues.

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