Machine-to-Machine (M2M) eCommerce Content Loading

Frequently Asked Questions

What is Machine-to-Machine (M2M) eCommerce Content Loading?

M2M eCommerce Content Loading is an industry pilot for a machine-to-machine interface that accepts data for ECCnet eCommerce Content, allowing data providers to programmatically upload their content for distribution.

The data provider must either be connected to GDSN data pool with Canada as a target market or have the technology infrastructure to implement the GS1 M2M eCommerce API integration.

Does M2M eCommerce Content Loading only cover eCommerce content?

Yes, this initiative encompasses delivering a machine-to-machine content loading option for eCommerce content only.

What are the criteria for M2M eCommerce Content Loading to be implemented?

Criteria and conditions to use global data strategies for eCommerce content:

- Data must meet Canadian trading partner requirements (i.e., Data Provider must be able to provide the mandatory eCommerce attributes for M2M eCommerce content as defined by industry).

- The content must include bilingual data.

- Both the content and packaging must meet Canadian regulations.

- All content uploads and updates will be subject to Level 3 Data Excellence quality checks, and full alignment with established industry standards.

- Changes to the data must be completed by the data provider at the source to ensure data quality is maintained at all touchpoints.

Am I eligible to use M2M eCommerce Content Loading?

The requirements to use M2M eCommerce Content Loading are:

1. You must be a GS1 Canada subscriber in good standing with an active subscription to the GS1 Canada ECCnet eCommerce Content Industry Managed Solution.

2. You must be able to supply data and images that consistently meet content capture standards for eCommerce content in terms of quality, accuracy, and completeness.

What are the benefits of using M2M eCommerce Content Loading?

• Less human intervention, faster content delivery, and increased efficiency.

• Reduced risk of data error caused by re-keying or re-capturing content.

• Direct data feed means less need for product rejections within Product Certification.

• Trading partners can use content sooner to expedite their business processes.

How is this different from the current eSubmission process?

The current eSubmission process works on a product-by-product basis to send images only. M2M eCommerce Content Loading opens a "pipeline" for product images and data to flow directly from the manufacturer or distributor into GS1 Canada's systems.

How does the process work?

The M2M process works through two phases.

Phase 1: Content Analysis

GS1 Canada compares content in your system with the content required by ECCnet eCommerce Content (based on product packaging for selected products per GS1 defined categories), to assess the overall quality of your content before technical integration begins.

If data errors are found, they will be highlighted via an M2M scorecard. The expectation is that data remediation is done at source over the entire catalogue and not just the audited products.

This process may need to be repeated several times to achieve full compatibility.

Phase 2: Implementation/ Quality Assurance

As your feed is established, all new or updated products received through your feed will become available in GS1 Canada systems. The system will validate the content received from the feed to ensure it is complete by performing "Level 3 Data Excellence" quality checks.

If required, use the M2M eCommerce Product Selector in the Product Certification tool to view all M2M images received and select the image you want linked to your product data, for example for promotional product images.

Once the feed is live GS1 Canada will conduct annual quality audits to ensure your content remains complete.

What are the guiding principles for eCommerce Mandatory and Optional attribution?

Mandatory attributes are defined under the business application as Mandatory always or Mandatory if on pack.

If an attribute is Mandatory, it is required for participation in M2M.

Optional attributes are highly recommended to be provided as a best business practice to:

- Replicate the in-store experience as closely as possible in a digital environment.
- Assist trading partners in driving their business processes and strategies.

What are the guiding principles for eCommerce Mandatory and Optional images?

Mandatory Images:

- Product image, front view, No-Plunge (2D), in-package (Bilingual or English & French)

Optional Images (Food only)

- Nutritional Facts Table (Bilingual or English & French)
- Ingredients (English)
- Ingredients (French)

Label image Composite (all views with readable text details) or Full Flat packaging PDF, is mandatory for Phase 1 (Content Analysis) but optional for Phase 2 (Implementation).

I need to update my data; how do I change it?

You must update any product content at its source to ensure that updates flow through to all applicable systems and that data integrity is preserved at all touchpoints.

Once updated at its source, you will need to resend your content via the M2M feed.

How long does it take to implement an M2M eCommerce Content Loading feed?

The time needed to implement the feed is dependent mostly on the readiness of the Data Provider and the quality of their images and data. Different manufacturers and distributors will need different amounts of time to set up an M2M feed.

What happens if my data passes or fails during the Phase 2 system quality validation check?

System Validation will be performed on your content to ensure it meets "Level 3 Data Excellence Quality" check.

If your content passes, it will then be available to your trading partners.

If it fails, you will receive system generated error report(s) for your review. Data Remediation should occur at the source. Once updated at its source, you will need to resend your content via the M2M feed.

Who can I contact for more information?

For more information, questions, or further clarity on the process, please contact your GS1 Canada account manager, call us at 1-800-567-7084 or email info@gs1ca.org.