

**USAID GLOBAL HEALTH SUPPLY CHAIN PROGRAM**  
PROCUREMENT AND SUPPLY MANAGEMENT

**GLOBAL DATA SYNCHRONIZATION  
NETWORK (GDSN) DATA POOL  
AND SUPPLIER REGISTRATION  
STRATEGY**

**Deliverable 2.0**

**October 2017**



**U.S. President's Malaria Initiative**



# GDSN DATA POOL AND SUPPLIER REGISTRATION STRATEGY

**Deliverable 2.0**

**October 2017**

This publication was produced for review by the United States Agency for International Development. It was prepared by IWorldSync under the USAID Global Health Supply Chain Program-Procurement and Supply Management (GHSC-PSM) Contract No. AID-OAA-I-15-00004; Task Order 01 Contract No. AID-OAA-TO-15-00007; Task Order 02 Contract No. AID-OAA-TO-15-00009; Task Order 03 Contract No. AID-OAA-TO-15-00010; and Task Order 04 Contract No. AID-OAA-TO-15-00018.

Recommended citation: USAID Global Health Supply Chain Program-Procurement and Supply Management Single Award IDIQ. 2017. Global Data Synchronization Network (GDSN) Data Pool and Supplier Registration Strategy. Washington, D.C.: IWorldSync.

#### DISCLAIMER

The authors' views expressed in this publication do not necessarily reflect the views of the U.S. Agency for International Development or the U.S. government



# CONTENTS

## Table of Contents

- Acronyms..... 2
- Introduction..... 3
- Attribute Analysis Strategy ..... 4
- Community Enablement Strategy ..... 6
- Annex A. Attribute Requirements..... 8
- Annex B. Supplier Onboarding Project Plan ..... 9
- Annex C. Supplier Target List Analysis..... 10

# ACRONYMS

<b>ARTMIS</b>	Automated Requisition Tracking Management Information System
<b>DA</b>	Development Assistance
<b>GDSN</b>	Global Data Synchronization Network
<b>GHSC</b>	Global Health Supply Chain
<b>GLN</b>	Global Location Number
<b>GSMP</b>	Global Standards Management Process
<b>GTIN</b>	Global Trade Item Number
<b>KPI</b>	key performance indicator
<b>NDRA</b>	National Drug Regulatory Authority
<b>PSM</b>	Procurement and Supply Management
<b>UPC</b>	Universal Product Code
<b>USAID</b>	U.S. Agency for International Development

# INTRODUCTION

Chemonics is acting on behalf of the U.S. Agency for International Development (USAID) in connection with the Global Health Supply Chain (GHSC) Program – Project and Supply Management (PSM) project.

The purpose of the Project is to:

1. To serve as the primary vehicle through which USAID will procure and provide health commodities for all USAID health programs, including but not limited to, HIV/AIDS, Malaria, Reproductive Health, and Maternal & Child Health; and
2. To provide systems strengthening technical assistance to improve supply chain management and commodity security in partner countries.

Through the Project, life-saving health commodities will be delivered to many of the world's most vulnerable populations.

USAID has been investigating the use of GSI standards to improve the management of health commodity procurements for a number of years and has instructed the GHSC-PSM project to design its management information system (MIS) to support GSI standards. The GHSC-PSM MIS team is designing and developing the Automated Requisition Tracking Management Information System (ARTMIS) for its operation and management of USAID's global health supply chain.

As part of this effort, the Project is leveraging IWorldSync as the Global Data Synchronization Network (GDSN)-certified data pool to source item attribute information to form the basis of the Project's product catalog. To improve coordination with other donors, counterparts, and stockholders, GHSC-PSM will mandate that health commodity suppliers register their trade items with GSI in order for all commodities supplied by the project to have a Global Trade Item Number (GTIN) and to exchange this information via the GDSN. Increasing the use of GTINs by GHSC-PSM suppliers and collecting attribute data will improve the Project's ability to coordinate with other stakeholders engaged in the delivery of health commodities to developing countries and to improve the ability to perform analytics on commodity procurement.

Deliverable 2.0 is a strategy for GHSC-PSM to use the IWorldSync GDSN Data Pool and have their suppliers register including:

- a detailed attribute analysis and the content needed to realize the benefits of the GDSN project, resulting in an attribute dictionary (see Annex A);
- a well-defined community enablement strategy to show how IWorldSync will encourage the project's suppliers to register with GSI and a data pool and provide their product information through the GDSN (see to Annex B); and
- a supplier target list analysis (see Annex C).

# ATTRIBUTE ANALYSIS STRATEGY

GHSC-PSM's strategy is to receive as many attributes relative to their suppliers' products as possible, through the GDSN, to integrate into their catalog. This will provide USAID-supported countries with the information they need to optimize decision making around order planning, procurement, shipping, and receiving via GHSC-PSM through better data visibility and improved data quality. Data received from synchronization will allow countries to make the best purchasing decisions when ordering life-saving commodities for global health programs across the globe.

The benefit to receiving information via the GDSN and the IWorldSync data pool is the premise that the data is trusted and accurate as it is provided directly from the supplier as a single-source of truth. The advantage is that the information can be received from many suppliers globally through one connection.

GHSC-PSM originally selected 164 item attributes as applicable to this project. Of those 164 attributes:

- 138 were mapped to GDSN attributes
- 2 were marked as no longer necessary
- 24 were marked as internally defined

GHSC-PSM identified several challenges with the current-state attribute structure as it relates to the global health supply chain business model. In a standard commercial model, GDSN attributes are provided by suppliers that are specific to a target market, meaning the supplier can populate **different** values for these attributes for different target markets/countries where the products will be sold. However, for USAID and other large global procurers, multi-market packs are often purchased and stored in a regional distribution center (RDC) and often not allocated to markets until after a purchasing transaction with the supplier is complete. Thus, the information that needs to be obtained for the GHSC-PSM product catalog needs to be global in nature. There was also specific emphasis placed on the demand for National Drug Regulatory Authority (NDRA) Market Authorization/Registration information, which is unique to different markets, even in cases where the base item attribute information would apply to all countries globally.

IWorldSync worked with GHSC-PSM to develop a solution to provide attribute information that is global in nature. On September 7, 2017, IWorldSync submitted work request 17-238 to the GSI Global Standards Management Process (GSMP) for an additional "Development Assistance" Target Market to be added to the GSI Standards as country code DA. The intention is to have this country code approved for the GDSN release in May 2018.

Since GHSC-PSM intends to go live with their GDSN launch in November 2017, an interim strategy has been developed to ask suppliers to publish their Global Trade Item Numbers (GTINs) and other relevant attribute information to GHSC-PSM via a Target Market country code for Kenya. Kenya was selected for the time being because of its qualifications as an English-speaking, large public and private sector global health market that receives products across GHSC-PSM's four key health areas – HIV/AIDS, malaria, reproductive health, and

maternal and child health – thus being the most representative as global among the countries that USAID supports.

Refer to Annex A for the required and recommended attributes that GHSC-PSM is requesting from their suppliers. The IWorldSync data pool website will have a GHSC-PSM Data Synchronization Implementation Guide available for suppliers to guide them through the process of providing these attributes via the GDSN.

# COMMUNITY ENABLEMENT STRATEGY

IWorldSync will leverage resources across teams, primarily Implementation and Community Engagement, located in the Americas, Asia Pacific and Europe to support GHSC-PSM in community enablement (also known as supplier onboarding).

The IWorldSync Implementation team is responsible for development of the technical infrastructure, advising on IWorldSync implementation best practices, and providing all supporting implementation documentation. Additional detail on the responsibilities of the Implementation team can be reviewed in Deliverable 4.0.

The IWorldSync Community Engagement team is responsible for engaging the supplier community as outlined below.

IWorldSync will assign a Community Engagement manager to advise GHSC-PSM on best practices for onboarding the health commodity suppliers identified as required to publish item information to GHSC-PSM. The Community Engagement manager will lead the planning sessions for the development of the onboarding strategy and will be the primary contact for execution of the onboarding plan.

The IWorldSync Community Engagement team will work in conjunction with GHSC-PSM and the IWorldSync Implementation team to provide materials and web seminars to educate suppliers on data synchronization and direct suppliers on the requirements, benefits, and steps to publish product information through the GDSN. This guidance will be based upon the instruction provided in the GHSC-PSM Data Synchronization Implementation Guideline.

IWorldSync will provide global support for the Community Engagement plan deliverables by leveraging both our onboarding experts located in the Americas, Asia Pacific, and Europe, in addition to local GSI Member Organizations as necessary. These onboarding experts will provide language support for educational materials and webinar programs, as well as localized supplier relationship expertise, including engagement with local suppliers, for each region as identified in the Chemonics Supplier Onboarding Project Plan (see Annex B) will be provided.

Community Engagement onboarding will include working jointly with Chemonics' core team on planning and executing for the following activities to achieve the milestones needed for successful onboarding.

## I. QUALIFY

- a. Identify supplier onboarding goals and objectives
- b. Agree upon Key Performance Indicators (KPIs)
- c. Identify Executive Sponsors and Business Support
- d. Identify core team members responsible for communication with suppliers and meeting success measures as defined in KPIs

## 2. IMPLEMENTATION APPROACH

- a. Review GDSN Implementation method and how supplier data will be used including:
  - Any methods previously used to collect data

- Chemonics/USAID relationship with suppliers

### 3. PLANNING

- a. Global GSI Compliance and GDSN maturity analysis (see Annex C) based on any available Universal Product Codes (UPCs), supplier entity names, and/or supplier company contacts as provided by GHSC-PSM
- b. Identify pilot suppliers
- c. Identify rollout approach and timeline based on GDSN maturity analysis and country/region as needed

### 4. COMMUNICATION, EDUCATION, EXECUTION, AND REPORTING

- a. Communicate details of the GDSN initiative and educate internal stakeholders who have a direct relationship with target suppliers including:
  - GDSN initiative requirements and benefits
  - Rollout timeline including pilot and global rollout approach as defined above
- b. Communicate details of the GDSN initiative and educate suppliers identified in the planning stage (includes marketing and education efforts for global/regional suppliers both participating in GSI Standards/GDSN and not currently participating in GSI Standards/GDSN) on:
  - GDSN initiative requirements and benefits
  - Rollout timeline including pilot and global rollout approach as needed
  - Steps to comply and further resources for GDSN initiative information and training
- c. IWorldSync will provide resources to follow up with supplier targets (including a maximum of 3 attempts within a 3-4 week time period) to ensure suppliers are aware of the GDSN initiative requirements, benefits, timeline and additional resources as well as to overcome or escalate any supplier objections to publication to the GHSC-PSM team
- d. IWorldSync will provide scorecard reporting to measure progress against the KPIs identified in the QUALIFY section. The Community Engagement team will meet with GHSC-PSM on an established schedule to review the scorecard and make any adjustments in onboarding efforts as needed
- e. IWorldSync will also advise on any additional marketing opportunities available to support onboarding efforts such as IWorldSync community web seminars, IWS Annual User Group (Americas, Europe), GSI Connect, and additional marketing

# **ANNEX A. ATTRIBUTE REQUIREMENTS**

Annex A contains the required attributes that GHSC-PSM is looking to receive from their suppliers.

# **ANNEX B. SUPPLIER ONBOARDING PROJECT PLAN**

Annex B contains the detailed Supplier Onboarding Project Plan for planning and execution of the global community enablement strategy.

# **ANNEX C. SUPPLIER TARGET LIST ANALYSIS**

Annex C contains the supplier analysis results for GSI Standards participation and GDSN maturity.



U.S. Agency for International Development  
1300 Pennsylvania Avenue, NW  
Washington, D.C. 20523  
Tel.: (202) 712-0000  
Fax: (202) 216-3524

[www.usaid.gov](http://www.usaid.gov)



**USAID**  
FROM THE AMERICAN PEOPLE