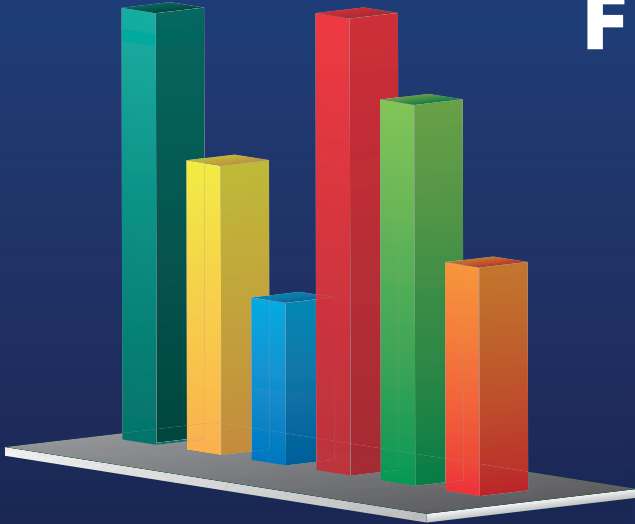


# GS1 LOGGER **for Staff**

**Facts & figures**



**Together we succeed**

More than 50 GS1 MOs  
More than 280 users  
More than 35 000 scans

# GS1 Logger for Staff – it is now beyond Europe

GS1 Logger for Staff has been running as a GS1 in Europe project since January 2012 led by GS1 Hungary. GS1 in Europe has provided an ideal umbrella for this initiative however the number of interested MOs outside of Europe has been increasing continuously.

**Since January 2012, 54 GS1 Member Organisations from 6 continent have joined the project.**

GS1 Logger for staff was primarily designed to scan, check the validity of GS1 Id keys and make report on invalid GTINs. Simple and very useful tool for all GS1 MOs to support their GTIN intelligence efforts. On the other hand, the application is capable to perform data qualification too. This function allows users to perform basic barcode quality check beyond GCP validation. This could be a very handy tool for MOs to support their daily operation when they are verifying barcodes or when they are providing trainings or consultancy. There is also an opportunity for GS1 MOs to provide this tool for their own users as a sort of mobile 'barcode verifier' thus creating an extra service for their user community.

The GS1 Logger is a set of innovative initiatives that connects the benefits of mobile phones, internet, GS1 Standards and GS1 databases to allow:

- GS1 MOs to retain the core values of the GS1 System of Standards;
- GS1 MOs to broaden the set of services providing to their members;
- GS1 Partners to adapt to newly emerging business requirements thus contributing to successful business operation.

## Let's see the numbers

### 1 Distribution of all scanned records between 2012.01.01 – 2013.02.04.

**Number of our colleagues using the application: 284**

**Number of all scanned products: 34049\***

**Number of valid numbers: 27039**

**Number of invalid numbers: 4866**

**Number of faulted numbers: 2144 \*\***

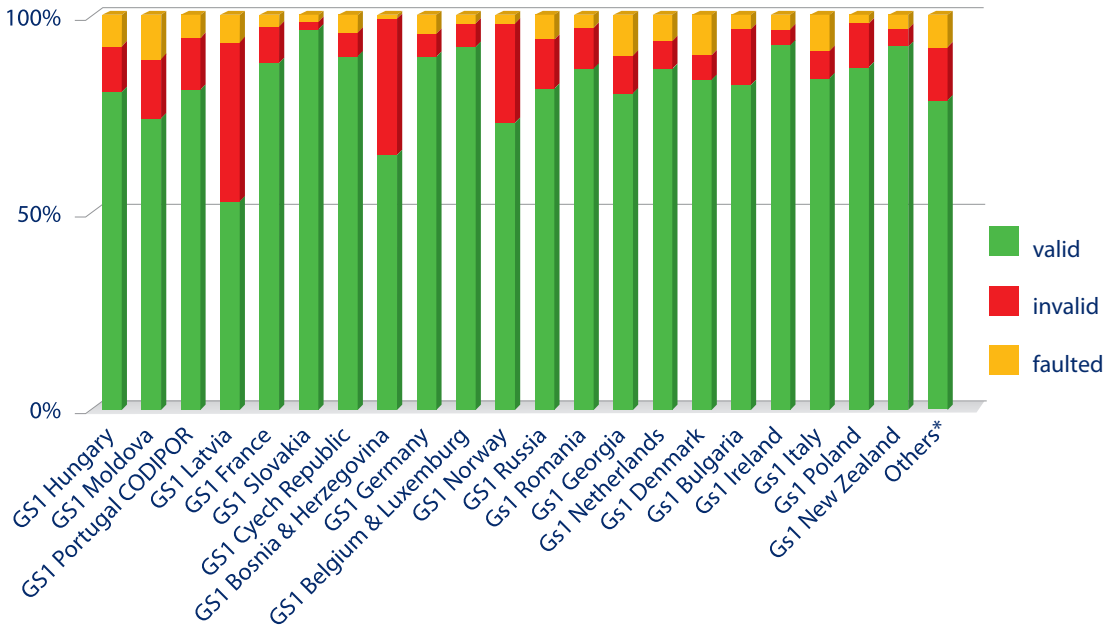


\* Duplications of users were filtered out from the above summarized statistics.

\*\* Faulted means communication error with GEPIR or the response can be Faulted when there is no ID Key and the code is an internal code, these aren't handled in GEPIR.

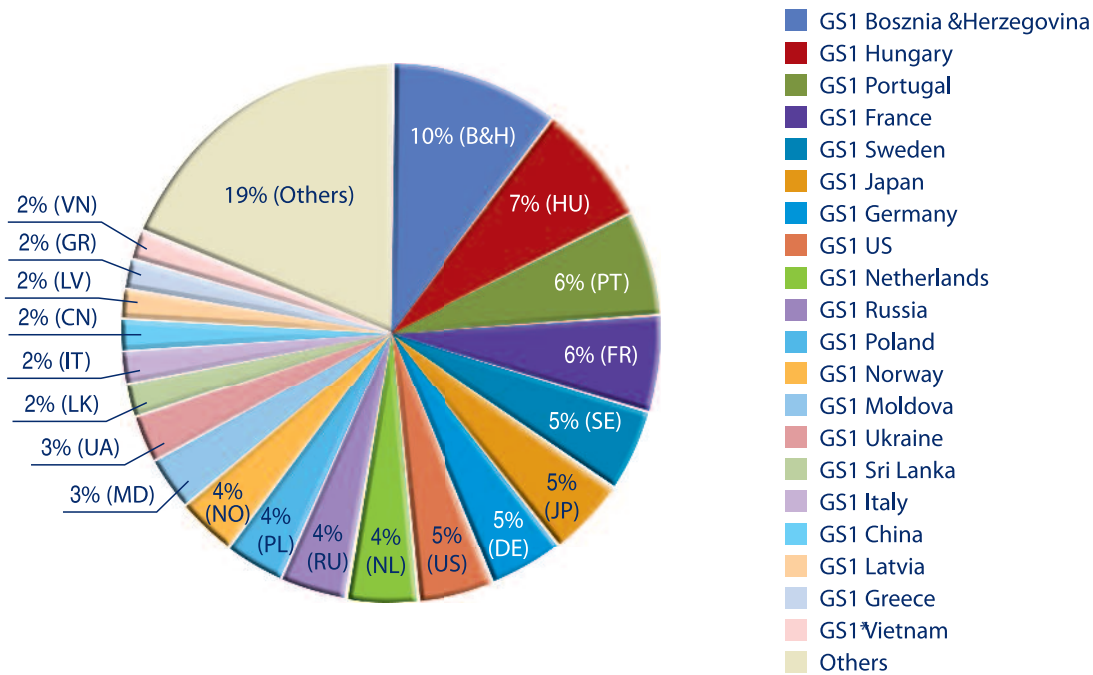
**2** Status of GTINs scanned by the MOs between 2012.01.01 – 2013.02.04.

Number of MOs participating in the initiative: **54**



Duplications of users were filtered out from the above summarized statistics.

**3** Distribution of 4866 invalid numbers among countries in percentage 2012.01.01 – 2013.02.04.



\* Others include MOs where the percentage of invalid numbers was under 2%.

Number of countries, which are effected by invalid records: **88**

## Achievements

In order to ensure the core value of the GS1 system MOs need to do their best to use the report sent by Logger for Staff app and follow up invalid numbers! This is continuously assessed by surveys carried out under the umbrella of GS1 Logger for Staff initiative.

These surveys allow us to have an idea about the measures taken by the relevant MO. The surveys focus on the following three main aspects:

- Actions taken by the MO after receiving 'Report' from Logger for Staff app
- Reason of invalidity
- Latest status of the GCP

Since 14 June 2012, 47 MOs have received questionnaires and 21 responded and provided feedback about the measures that had been taken. Those MOs which followed up the reports on the invalid numbers managed to get **134 new/old members** onboard paying their membership (again). This immediately delivered direct return on investment in using the application. Besides, altogether **350 companies' membership statuses** were clarified which contributed to improve the data quality in the local membership data bases and of course indirectly the quality of Gepir.

Despite the promising results, the figures clearly show that MOs need to be much more active in following up invalid GTINs. 26 MOs have either not followed up the invalid GTINs or not responded to the surveys.

Should you be interested to know more details about the results, please contact Tímea Berecz at [berecz@gs1hu.org](mailto:berecz@gs1hu.org).



## How to join the initiative

Should you be interested to join the initiative, please contact Tímea Berecz at [berecz@gs1hu.org](mailto:berecz@gs1hu.org) and Zsolt Bócsi at [bocsi@gs1hu.org](mailto:bocsi@gs1hu.org).

