

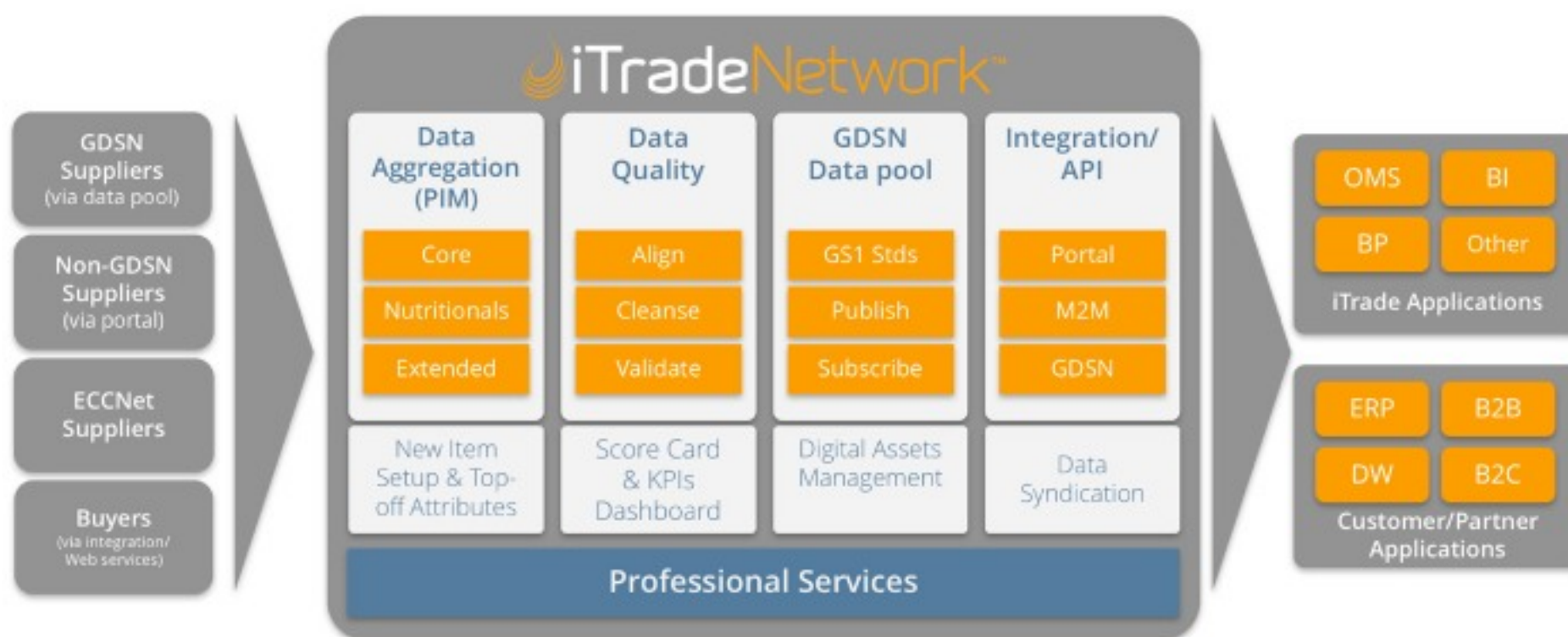
## Master Data Services (MDS)

iTrade's MDS solution offers features that can:

**Improve operational efficiency** for critical supply chain functions such as new product introduction, inventory, shipping, and order processing. You can use enriched product information and customizable data quality and validation workflows to make proactive and smart decisions.

**Provides competitive advantage** with real-time data synchronization with the iTrade and GDSN supplier network, and with iTrade solutions such as Traceability, Order Management System (OMS), Branded Procurement (BP), Analytics, Spend Management, and GDSN Data Pool.

**Help your business save time and money** by using an advanced and collaborative trading partner enablement and management framework to build and expand your trading community.



### Data Management Services (DMS) for Catalog Enrichment

iTrade's DMS module goes beyond GDSN data synchronization to align publisher and subscriber catalogs intelligently. An automated data quality approval workflow and a customizable catalog management process save trading partners significant time. iTrade's DMS module feeds aligned and reconciled catalogs to the buyer's back-end master data system, helping to improve efficiency and accuracy of transactions with iTrade's trading network.

### Transition to GDSN and Maintain Business Continuity with Existing Trading Partners

iTrade's DMS module can support:

- A seamless, multiyear transition from traditional to GDSN catalog sources
- A single unified portal for uploading GDSN core and extended data, non-GDSN trading partner-specific data, and iTrade's application-specific data
- Small, medium, and large suppliers
- Data quality, project management, and scorecard dashboards
- Self-service, through full-service solutions for catalog management data rationalization and quality



#### Need to Know

- 42** items have failed validation  
This can occur due to data or formatting errors.  
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- 8** items need review  
Subscribers are asking you to take another look.  
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- 1** item has been rejected  
A subscriber does not want to receive this information.



## Master Data Services (MDS)

A GS1-Certified Data Pool Focused on Fresh Food Lifecycle Management

More than 10,000 trading partners on iTrade's platform maintain information for over 15 million products including GTIN, Global Product Classification (GPC), nutritional and allergen details, and related marketing information, such as product images and regulatory data.

iTrade's GDSN Data Pool is a quick and easy way to send and receive GS1-compliant product information through GS1's Global Data Synchronization Network (GDSN). Use your existing iTrade connections to share product information with trading partners across the supply chain worldwide. iTrade fully integrates GDSN product data with all business processes within our trading network.

Our GS1 GDSN certification means the iTrade Data Pool is fully compliant with GS1 standards and can interoperate with any other GS1 GDSN-certified data pool or solution provider worldwide.

