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GDSN

Data Synchronisation (GDSN)

What is data sync?

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- Benefits for Retailers
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- Data Quality (DQ)
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What is data synchronisation?

Every company in the world has a database filled with information about the products they make, or sell, or buy. These databases act very much like a catalogue that customers can use to place orders and manage vendors. Difficulties happen when one company needs to change information in their database or add a new item or location to it: suddenly their "catalogue" isn't up to date anymore.

That's where synchronising data through the GDSN comes in.

[Read more](#)

Read Global Data Synchronisation - Current Status and Future Trends, a 2007 report from the University of St.Gallen

Read Synchronisation - The Next Generation of Business Partnering, an August 2006 report from Accenture

Read Global Data Synchronisation at Work in the Real World, a March 2005 report from GCI/Cap Gemini