



Asset Management Through Unique Identification:
How Your Organization Can Follow the Lead of the
U.S. Government

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Agenda

- GS1 US Overview
- How to identify assets using the GS1 System
- Business Case Examples
- Next Steps





Who is GS1 US

- Formerly known as the Uniform Code Council
- Established 1973 (think U.P.C.)
- Implements the GS1 System in the U.S.
- 23 industries, 280,000 members in U.S.
- 1.3 million global members, 145 Countries
- Uniquely identify products, assets and locations
- Bar codes, EPC, e-Commerce, UNSPSC®
- Voluntary, not-for-profit, member driven





GS1 around the world



■ Countries with a GS1 Member Organization

■ Countries served on a direct basis from GS1 Global Office (Brussels)

**108 Member Organizations.
150 Countries served.
Local services, global reach.**





GS1 US Structure



The Global Language of Business

OVERALL BENEFIT:
Eliminate Disruptions and Reinvest In Growing The Business

BarCodes and eCom™

- GS1 System identification numbers
- Bar code standards
- Electronic commerce transaction standards using EDI and XML
- Training and education
- Implementation support



- U.S. Member Organization of EPCglobal Inc™
- Promotes implementation and adoption of EPCglobal Standards and EPC/RFID technology
- Training and education
- Implementation support



- Independent Data Pool
- Data Synchronization Services
- Participant and supporter of Global Data Synchronization Network
- Training and education
- Implementation support

ROSETTANET

- Consortium of high-tech and other industries
- Business Process Standards
- Enablement services
- Implementation support



GS1 System

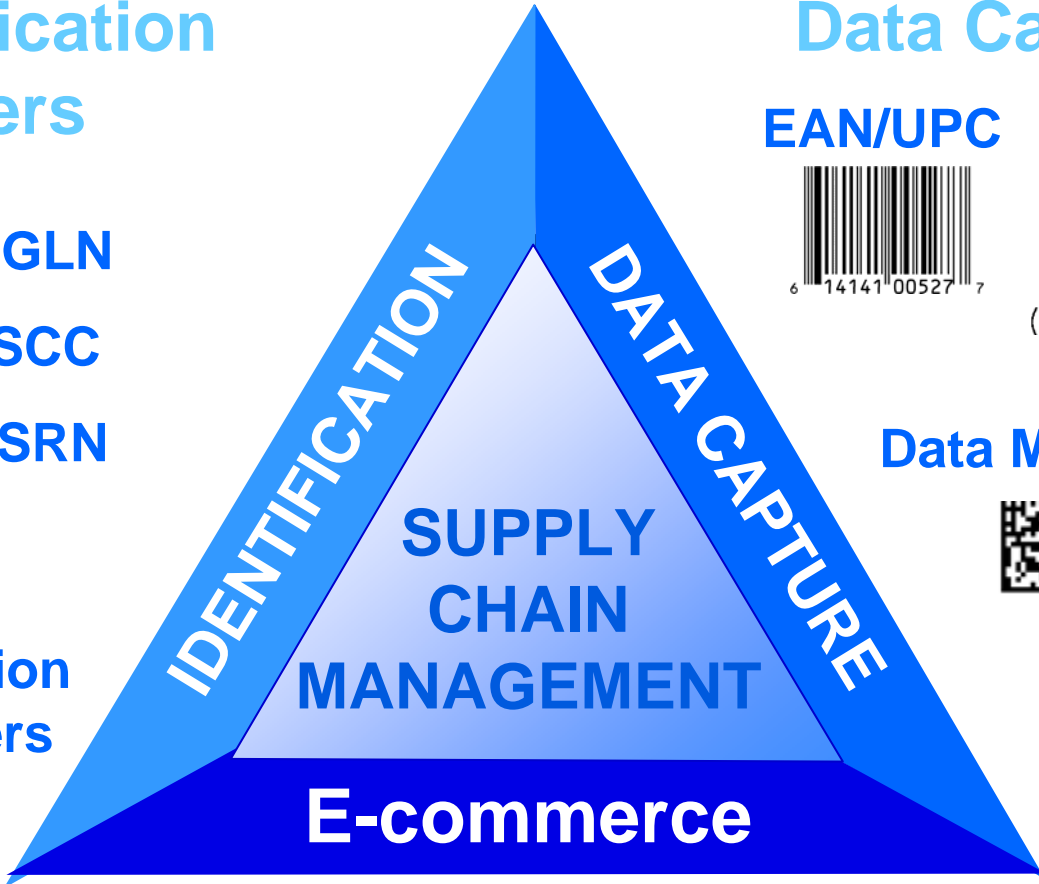
Identification Numbers

GTIN® GLN

GIAI SSCC

GRAI GSRN

90+
Application Identifiers

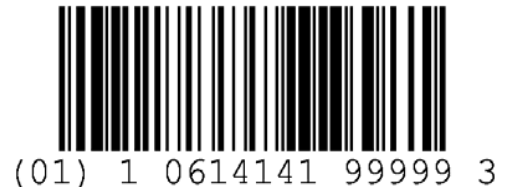


Data Carriers

EAN/UPC



GS1-128



Data Matrix



GS1 DataBar (RSS)



EPC



EDI

XML





The Challenge

How can your organization identify assets with the least cost and the most benefit?





Solution: Global Individual Asset Identifier

- Application Identifier – (8004)
- GS1 Company Prefix – from 7 to 11 digits long
- Individual Asset Reference – minimum 1 digit to a maximum of 30 total characters when combined with the GS1 Company Prefix. This structure is left to the assigning company.

AI	Up to 30 characters
8004	Numeric GS1 Company Prefix + Alpha-numeric Individual Asset Reference

Minimum length = 8 digits

Maximum length = 30 characters





Benefits of Global Individual Asset Identifier (GIAI)

- Simple solution
- Worldwide-accepted standard
- Worldwide-supported standard
- Globally unique identification of assets
- Leverages existing serial numbers





Where is GIAI Implemented?

Department of Defense (DOD) – Identify assets such as parts, engines, medical equipment and items of value or criticality.

Department Homeland Security (DHS) – Identify hand weapons which are provided to commercial airline pilots, as well as credential tag and body armor.

Transportation Security Administration (TSA) – All airport equipment which is used for screening and other equipment owned by TSA are identified at over 400 airports within the U.S.

Federal Aviation Administration (FAA) – Manufacturers and suppliers identify personal property, such as computers, desk, fax equipment, etc. As well as communication, radar, and computer systems.





Business Case: U.S. Department of Defense (DOD)

Challenge:

- The Government Accountability Office (GAO) requires complete and reliable information reported on all assets such as property and equipment
- Complete accountability of all assets and verify the existence of inventory with substantiated quantities
- Prevent unnecessary maintenance costs or purchases of assets.
- Provide management reports to identify the quantity, location, condition, and value of the asset

Mandate:

- January 1, 2004 all assets require Unique Identification

Business Rules:

- An end items costing \$5,000
- Mission Critical Items





Business Case: Transportation Security Administration (TSA)

Challenge:

- Conduct a complete and total inventory of TSA assets in U.S. airports (over 400)
- Identify and enable inventory data collection system to minimize manual effort using available technology
- Define supporting business processes for TSA to ensure inventory currency following completion of the initial wall-to-wall inventory
- Technology and equipment must be demonstrated to gain user acceptance
- Total Commercial Off-The-Shelf (COTS) Solution
 - User friendly
 - Compatible with existing systems
 - Supportable and upgradeable
- Functionality, simplicity and robustness **MUST** outweigh “bells and whistles”





Unique Identification (UID)

What is UID?

Unique Identification is a system of establishing unique identifiers to assets distinguishing one asset from another.

Why UID?

Uniquely identified (UID) tangible items will facilitate item tracking in business systems and provide reliable and accurate data for management, financial, accountability, and asset management purposes.





Data Matrix



- Adopted July 2004 within GS1 system
- All GS1 Application Identifiers can be used in this symbol
 - Including AI 8004
- Needs imager to to be read – laser unable to read
- U.S. DOD mandates Data Matrix for UID





GIAI (8004) Global Individual Asset Identifier

GS1 Company Prefix
(U.S. DOD Enterprise Identifier)

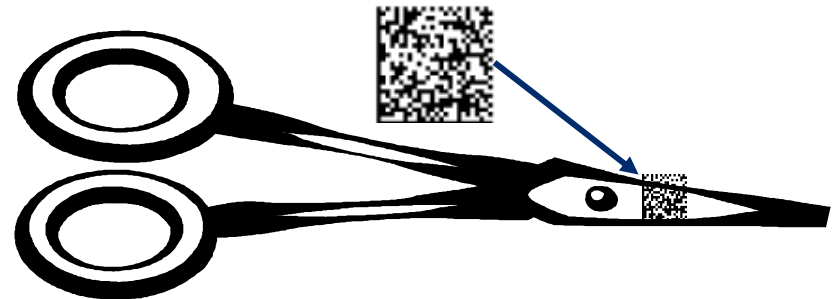
Individual asset reference
(U.S. DOD Serial Number)



Alpha Numeric, 30 Characters (Maximum)

8004 06141410048512JJW

**GS1 Company Prefix 0614141
Serial No. 0048512JJW**



Surgical Scissors





EGIS II



PDA's



CTX-5000/5500

Transportation Security Administration Office of Property Management

EDS



Walk-Thru



Barringer 400B



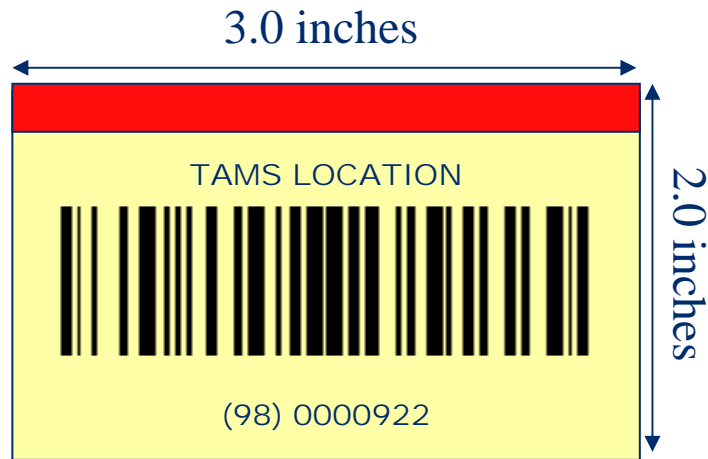
Rapiscan 520/522





Business Case: Transportation Security Administration

Location Barcode (yellow with red stripe)



0000922 = Unique code allocated to the unit by the Number Issuer.

(98) = Application Identifier (Company Internal Information).





Business Case: Transportation Security Administration

Asset Barcode (white with red stripe)



000037727 = Unique Code Allocated to the unit by the
Number Issuer

855057000 = Unique Code Allocated by GS1

8 = Unique Issuing Agency Code (IAC)

(8004) = Application Identifier (Serialized Asset Identification
Without Categorization)





Business Case: Transportation Security Administration

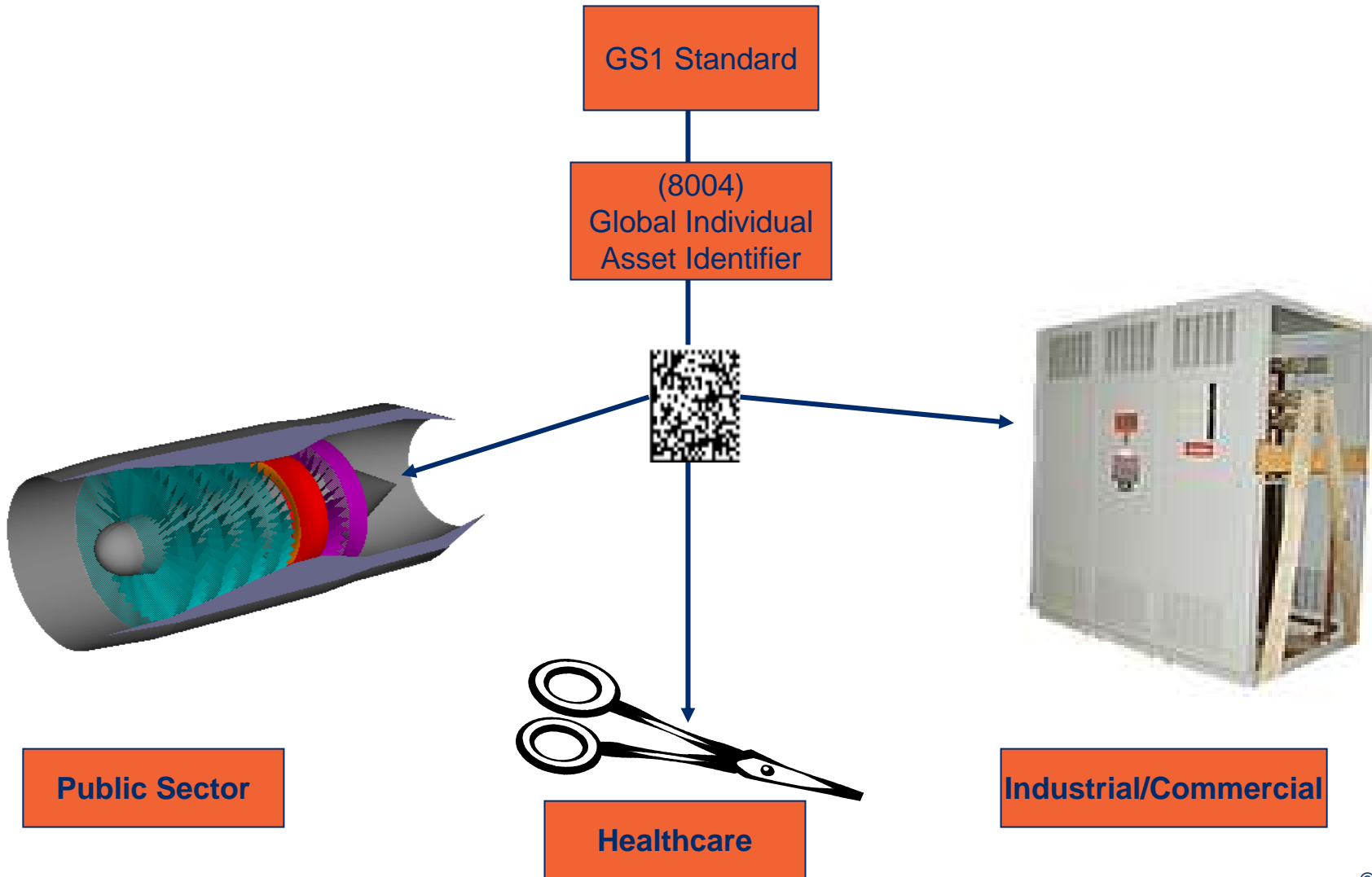
What did it solve:

- Unique Item Identification
- Inventory Management
- Automated Inventory Management
- Ensures accuracy of data collected
- Application accomplished with COTS hardware





One Standard Brings Together Multiple Sectors





GLAI – What's in the number?

AI	01	02	03	04	05	06	07	08	09	10	11	12	13
8004													

Application Identifier





GLAI – What's in the number?

AI	01	02	03	04	05	06	07	08	09	10	11	12	13
8004	0	6	1	4	1	4	1						

GS1 Company Prefix





GLAI – What's in the number?

AI	01	02	03	04	05	06	07	08	09	10	11	12	13
8004	0	6	1	4	1	4	1	7	5	6	A	Z	9

Individual asset reference





GLAI – What's in the number?

AI	01	02	03	04	05	06	07	08	09	10	11	12	13
8004	0	6	1	4	1	4	1	7	5	6	A	Z	9

Application Identifier – 8004
GS1 Company Prefix – 0614141
Individual Asset Reference – 756AZ9

=

**Unique Identification
Compliance**





Unique Identification of Assets Is Important

GS1 System supports Unique Identification of assets because it:

- Improves asset management and accountability
- Provides the framework for asset traceability
- Supports best commercial practices





Next Steps

- Contact GS1 US
- Assign GS1 GIAI
- Mark products with GIAI / database
- Communicate Internally / Externally





GS1 US Asset Management Education

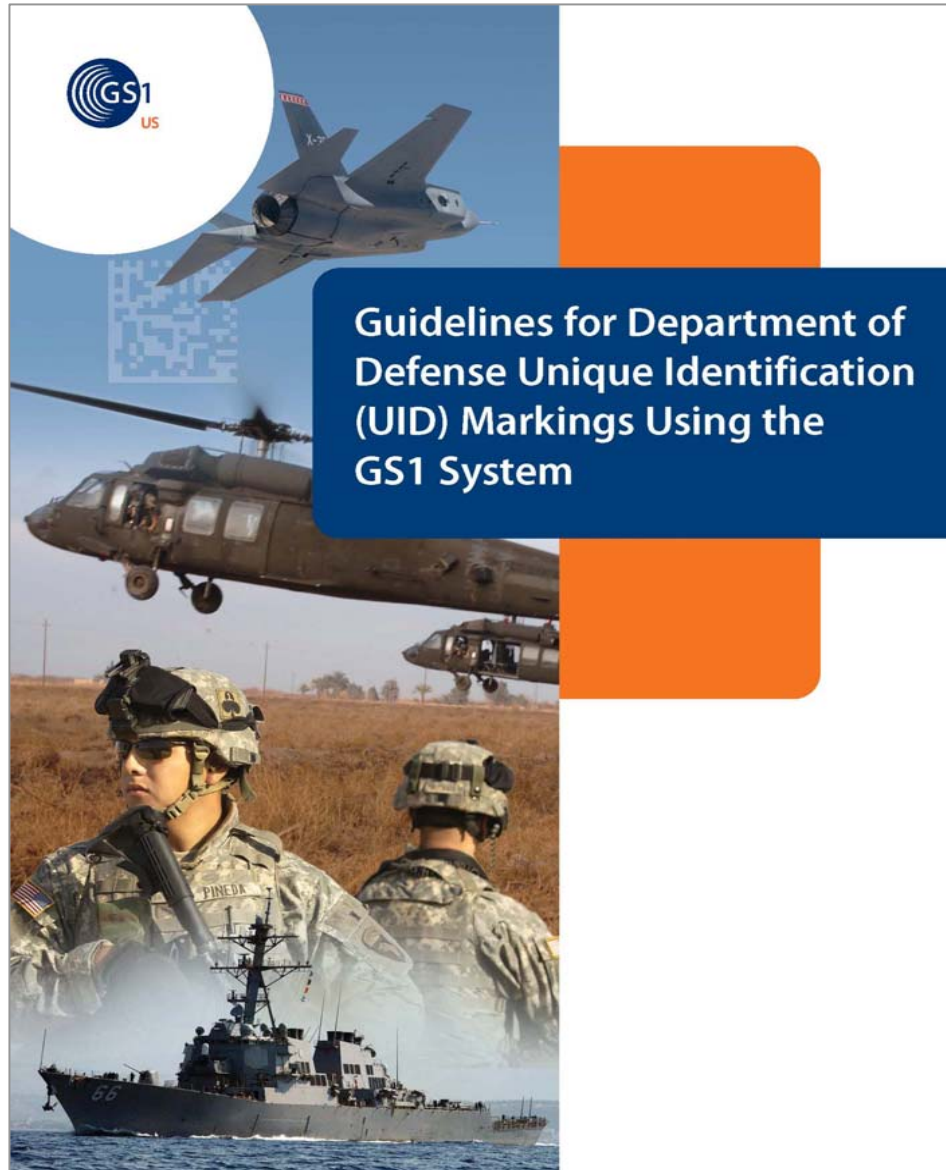
How to Identify Assets Using the GS1 System, an “on demand” web seminar

For additional information go to: www.gs1us.org





www.gs1us.org/publicsector





Why GS1 US

- We serve all companies, from the largest to the smallest
- We are a platform for collaborative agreements between business partners
- We are a neutral, user driven and governed, not for profit organization
- Standards Compliant – ISO - ANSI
- Standards implementation support
- Community development and cross-industry/ association communication
- Provide training, education and technology guidance to help our customers eliminate disruptions and reinvest in growing their business
- Passion to deliver the best results
- Innovation
- Trust and integrity
- Teamwork and collaboration (Influence vs. Control)
- Exceeding customers' expectations
- Superior quality solutions and services





**We can not change
the direction of the wind....**

**But we can change
the direction of our sails!**

Anonymous





Questions?



Thank You!

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