Data Synchronization with Safeway
(United States only)

Welcome to Safeway's Data Synchronization information website. As part of our continuing effort to improve Supply Chain efficiencies, Safeway strongly recommends that suppliers take advantage of the Global Data Synchronization Network (GDSN).

What is the GDSN?

The GDSN allows suppliers to electronically pass item attribute information to Safeway in a globally supported structure. Safeway reviews this information and, if Safeway has no objection, sends a synchronized response to the supplier. This allows the parties to synchronize item attributes without the once common confusion of letters, phone calls, emails, spreadsheets, etc. Below is a high level diagram of how the GS1 GDSN process works:

![Global Data Synchronization Network Diagram]

What are the benefits of the GDSN?

- Standardized method of data exchange eliminates the need to support multiple solutions.
- Streamlines your supply chain processes by having current, complete, and consistent data driving your operational systems.
- Two-way messaging keeps retailers and suppliers in sync on item status.
- Improvements to in-stock conditions.
- Reduction in invoice errors and payment delays.
- Improves purchase order quality and decreases order lead time.
- Increased logistical efficiencies and realized cost savings.
- And many, many more!

Helpful links:
- GS1 GDSN information: http://www.gs1.org/gdsn
- Articles, studies, and brochures on GDSN benefits: http://www.gs1.org/gdsn/ds/library
How to synchronize with Safeway
(Skip to step #3 if you are already synchronizing utilizing the GDSN)

1. Join a GDSN-certified data pool. A list of data pools can be found at: http://www.gs1.org/docs/gdsn/gdsn_certified_data_pools.pdf
   - For your convenience, 1SYNC can be reached at 866-280-4013, option 1 or customersupport@1SYNC.org

2. Start registering your items with your data pool. Safeway needs a minimum of one item to start synchronizing.

3. Complete the Safeway Trading Partner Form located at: http://suppliers.safeway.com/forms/DataSync/index.html

4. Based on the information provided in the Trading Partner Form, Safeway will:
   a. Subscribe to your GLN & USA Target Market: GPC stored, but not used. Safeway’s GLN is 0321130000013.
   b. Provide list of valid items: List of what Safeway wants to synchronize.
   c. Request one Initial Load CIN message.

   Note: Publish one item from your list of valid items to Safeway as an Initial Load message (CIN). You must provide Ti/Hi information at the highest GTIN level of the hierarchy.

   • If you are sending Pallet GTINs, populate the following attributes:
     o quantityOfTradeItemsContainedInACompleteLayer (GTIN Pallet Ti)
     o quantityOfCompleteLayersContainedInATradeItem (GTIN Pallet Hi)

   • If you are NOT sending Pallet GTINs, populate the following attributes on the highest GTIN level:
     o quantityOfTradeItemsPerPalletLayer (Non-GTIN Pallet Ti)
     o quantityOfLayersPerPallet (Non-GTIN Pallet Hi)

5. Safeway will review the message and send one of the following CIC responses:
   • Synchronized: A match was found and Safeway’s database is in alignment with the message.
   • Reject: No match was located in the Safeway system.
   • Review: Safeway was unable to synchronize the item. The data sync team will contact you regarding the next step.

6. Once Safeway synchronizes one item, please send Initial Load messages for the remaining valid items.

Additional Information

• CIN message types:
  o Initial Load message: Used for valid items at Safeway.
New Item message: Not currently used for new item placement. Please continue to use the Safeway Electronic New Item Form (eNIF) for new items. New Item message will be held up to 30 days looking for a match in the Safeway system. If no match is found after 30 days, the message will be Rejected.

Change and Correct message: Once the item is synchronized, a Change or Correct message is required for any minor modifications to ensure the item stays synchronized with the most current information.

- **Scope of synchronization:**
  - United States, warehouse and Safeway private label items.
  - Resale products with a scannable barcode.
  - Unable to synchronize: Displayers/Mix Mods, variable weight, and foodservice products.
  - Please continue to comply with all current policies, forms, and communication regarding new and discontinued items, changes, updates, etc.

- **Synchronized attributes used by Safeway in their core item database:**
  - GTINs to match Case and Consumer UPCs
  - Pack
  - Consumer Size
  - Case Gross Weight
  - Case Cube (derived from the dimensions depth, height, and width)
  - **Ti and Hi (pallet configuration) – Only non-mandatory attributes required by Safeway.**
  - All attributes stored for possible future implementation

- **Data Accuracy  **!!!IMPORTANT!!
  - Because Safeway uses item attribute information from your message in the database, accuracy it essential! Wrong data can impact the following systems:
    - Purchase Orders
    - EDI transmissions
    - Invoice to purchase order matching, which can delay payment
    - Warehouse and/or store receiving
    - Inventory and possible out-of-stock conditions
    - Lost supply chain efficiencies!

- **Future Dated Messages**
  - Safeway is unable to determine if a message has future dated information. Unless notified by email (datasynch@safeway.com), Safeway will assume the content of the message is effective the date the message was sent.

- **GDSN attribute details, frequently asked questions, etc. located at:**
  - [http://1sync.org/safeway.html](http://1sync.org/safeway.html)

- **Contact Information:**
  - 1SYNC: 866-280-4013 or customersupport@1SYNC.org
  - Safeway: datasynch@safeway.com
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