

Get started on your 2D implementation journey today!

This executive summary provides a brief overview of the steps to consider when implementing 2D barcodes. To access the complete guide and connect with a GS1 expert to navigate your 2D implementation journey, please contact your local GS1 Member Organisation 7

Personas

Brand owner

Retailer

Select an implementation phase

Track & expand Plan & design **Implement** Discover

Implementation Pathways

I am a brand owner looking to apply and encode a 2D barcode on my products

I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

I am a **retailer** looking to **apply and** encode a 2D barcode on white label/private label products and



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Implementation Pathways

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at POS

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Plan & design

Track & expand

Implement

Personas



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POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** at POS

I am a **retailer** looking to **apply and**

encode a 2D barcode on white

Select an implementation phase

Discover 2. Evaluate current 1. Set up project state 1.1 Define your 2.1 Evaluate your processes and goals systems and metrics + 1.2 Define project 2.2 Evaluate printing plan & capabilities implementation type 1.3 Set up project 2.3 Evaluate team & involve regulatory stakeholders requirements (+)

> 2.4 Evaluate existing codes on pack



A Practical Guide for Retailers and Brand Owners

Personas



Brand owner



Retailer

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Being clear on your key driver(s), business goals and metrics is vital for a successful 2D implementation and to measure success once the implementation is complete.

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Plan & design

Implement

Track & expand

2. Evaluate current state

1.1 Define your goals and metrics

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

+

1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

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Personas



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The 2D roll-out process is important to execute well. It is key to start with the right scope and Set up and use the results to decide on further deployment.

2. Evaluate current

state

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

Plan & design Implement



A Practical Guide for Retailers and Brand Owners

Personas



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Discover Plan & design Implement Track & expand

2. Evaluate current

Based on your business objectives, determine which internal and external

stakeholders to

involve.

1. Set up project

2.1 Evaluate your processes and systems

state

.2 Evaluate printing capabilities

1.3 Set up project team & involve stakeholders 2.3 Evaluate regulatory requirements

4 Evaluate

2.4 Evaluate existing codes on pack



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Personas



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Select an imple

1. Set up project

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processes and systems is essential to be able to effectively bridge the gap between the current and the future state.

Evaluating current

1.1 Define your goals and metrics

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

+

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Plan & design

Implement



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I am a **retaile**r looking to **apply and**

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Select an implementation phase

Plan & design Discover Assessing current 1. Set up project printing capabilities is important as input to decide whether any 1.1 Define your upgrades are necessary. goals and metrics 1.2 Define project 2.2 Evaluate printing plan & capabilities implementation type 1.3 Set up project 2.3 Evaluate team & involve regulatory stakeholders requirements

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Plan & design

Track & expand

Implement

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Personas



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Discover 1. Set up project Ensuring compliance with industry-specific regulations and guidelines is 1.1 Define your critical for your goals business. and metrics Unlocking access to increased product 1.2 Define project information via 2D plan & can help. implementation typ 1.3 Set up project 2.3 Evaluate team & involve regulatory stakeholders requirements

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Personas



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Discover Plan & design

1. Set up project

1.1 Define your goals and metrics

1.2 Define project plan & implementation typ

1.3 Set up project team & involve stakeholders It is helpful to evaluate the existing codes on pack since some brand owners might already have 2D barcodes on their packaging for consumer engagement or other purposes. This will impact whether your printing capability requires an upgrade or not.

2.4 Evaluate existing codes on pack

Implement Track & expand



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Select an implementation phase

Plan & design **Discover** 3. Design future 4. Set up business state case 3.1 Select the right 4.1 Perform cost-benefit analysis data to be encoded 3.2 Choose the right barcode & syntax 3.3 Assess printing technology updates

Implement



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Personas



Brand owner



Retailer

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Select an implementation phas

Discover

- Define the essential information that needs to be encoded in the 2D barcode based on your business objectives.

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esign

4. Set up business

case

3.1 Select the right data to be encoded

4.1 Perform cost-benefit analysis

3.2 Choose the right barcode & syntax

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Implement



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Personas



Brand owner



Retailer

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Select an implementation phas

Discover

Explore the different 2D barcodes to determine which one fits best with your selected business objectives. The choice of the barcode determines the right syntax.

4. Set up business case

esign

4.1 Perform ost-benefit analysis

3.2 Choose the right barcode & syntax

3.3 Assess printing technology updates

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Personas



Brand owner



Retailer

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Discover

Assess whether changes need to be made to your current barcode printing technology to meet the future use case. Take into account the data and syntax that needs to be encoded (steps 3.1-3.2) and any existing 2D barcodes on your packaging (step 2.4).

3.3 Assess printing technology updates

esign

4. Set up business case

4.1 Perform ost-benefit analysis

Implement



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Personas



Brand owner



Retailer

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Select an implementation phase

Discover

Plan

3. Design future state

Based on the evaluations/assess ments done in previous steps, determine whether you should continue your 2D implementation journey by creating a business case.

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3.1 Select the right data to be encoded

4.1 Perform cost-benefit analysis

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3.2 Choose the right barcode & syntax

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Personas

Brand owner



Retailer

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Plan & design **Implement** Discover 6. Print, verify & test 5. Set up barcode & artwork changes quality 6.1 Update printing 5.1 Source and organise the data technology + 6.2 Verify & test 5.2 Set up barcode 5.3 Set up access to digital content 5.4 Ensure barcode quality & readability 5.5 Format HRI (+) 5.6 Decide on

barcode placement



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Personas





Retailer

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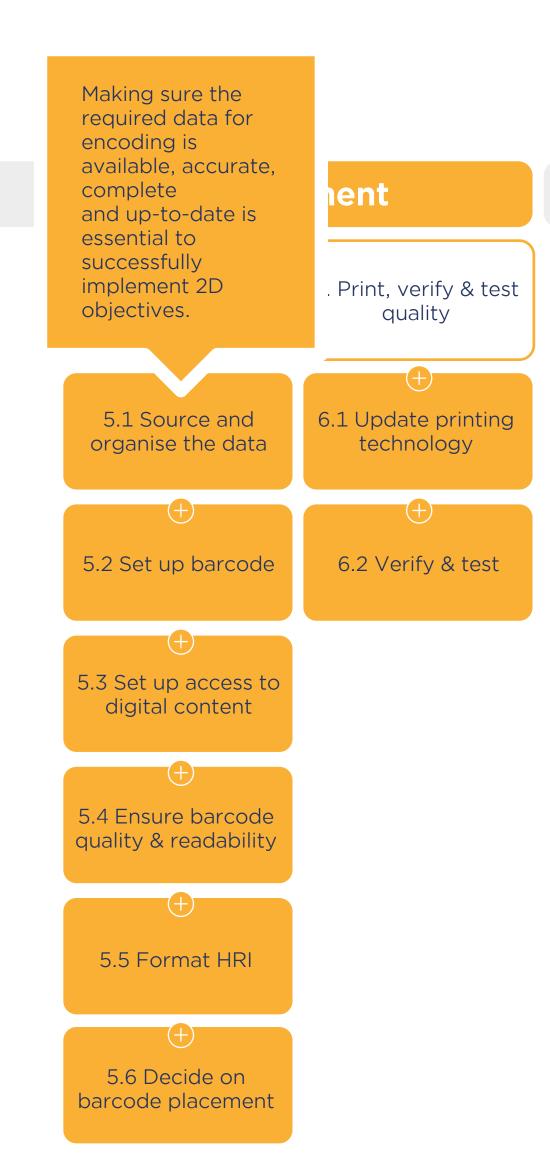
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Discover

Plan & design





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Personas

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Select an implementation phase

Plan & design **Implement** Discover 5 Set up harcode & | 6. Print, verify & test quality Set up your 2D barcode of choice and involve, if necessary, solution 1.1 Update printing provider. technology + 5.2 Set up barcode 6.2 Verify & test 5.3 Set up access to digital content 5.4 Ensure barcode quality & readability 5.5 Format HRI (+) 5.6 Decide on

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Personas

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Plan & design **Implement** Discover 5. Set up barcode & 6. Print, verify & test artwork changes quality + If digital, consumer 1.1 Update printing scannable content, technology is required, you will need to set up + the access to this digital content in the 2D barcode. 6.2 Verify & test 5.3 Set up access to digital content 5.4 Ensure barcode quality & readability 5.5 Format HRI (+)

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Personas

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Plan & design **Implement** Discover 6. Print, verify & test 5. Set up barcode & artwork changes quality 5.1 Source and 6.1 Update printing technology organise the data + It is important to ensure that 6.2 Verify & test barcodes are printed at a high enough quality to be scanned throughout the supply chain. 5.4 Ensure barcode quality & readability 5.5 Format HRI (+) 5.6 Decide on

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Personas

Brand owner



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A Practical Guide for Retailers and Brand Owners

Personas

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Plan & design Track & expand **Implement** Discover 6. Print, verify & test 5. Set up barcode & artwork changes quality 5.1 Source and 6.1 Update printing technology organise the data + + 5.2 Set up barcode 6.2 Verify & test There are factors to consider when deciding on the proper 2D barcode placement to enable optimal scanning. If the 2D barcode is scanned at POS, it should be co-located with the current linear barcode during the transition period.

5.6 Decide on

barcode placement



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Personas





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encode a 2D barcode on white

Select an implementation phase

Discover

Plan & design

Imp

5. Set up barcode & artwork changes

evaluation of your current printing technology and the technology required to print your 2D barcode, update, if needed, your technology with the support of your solution provider

Based on the

Track & expand

5.1 Source and organise the data 6.1 Update printing technology

5.2 Set up barcode

6.2 Verify & test

+

5.3 Set up access to digital content

5.4 Ensure barcode quality & readability

5.5 Format HRI

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Personas



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Discover

Plan & design

Imp

5. Set up barcode & artwork changes

+

5.1 Source and organise the data

Trading partners and consumers must be able to interact with the barcode quickly and extract the appropriate data for their needs. Poor quality barcodes and malfunctioning digital links create negative experiences in both supply chain and consumer settings.

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5.2 Set up barcode

6.2 Verify & test

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5.3 Set up access to digital content

+

5.4 Ensure barcode quality & readability

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Plan & design **Implement** Track & expand **Discover** 8. Track and share 7. Roll out results

> 7.1 Coordinate external communication

8.1 Track value

+

7.2 Train & raise awareness

8.2 Share your 2D story

+



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Personas

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Discover Plan & design Implement

Communicate with retailers to inform them about the addition of a POSscannable 2D barcode on your product and (additional) data being encoded in the 2D barcode to enable them to start leveraging use cases from this data as well.

xpand_

8. Track and share results

7.1 Coordinate external communication

+

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7.2 Train & raise

+

8.2 Share your 2D story



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Plan & design **Discover**

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Track & expand Effective communication 8. Track and share and training are results essential for smooth adoption and + maximising the benefits of your 2D 8.1 Track value implementation. + 8.2 Share your 2D 7.2 Train & raise story awareness



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Implement

Once 2D has been implemented, it is recommended to track and optimise the results versus the expectations from the business case and benefit logic.

7. Roll out

Track

7.1 Coordinate external communication

8.1 Track value

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> 7.1 Coordinate external communication

7. Roll out

Share your success story to motivate others and drive wider adoption of 2D barcodes.

8 Track and share

7.2 Train & raise awareness

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Plan & design

Implement

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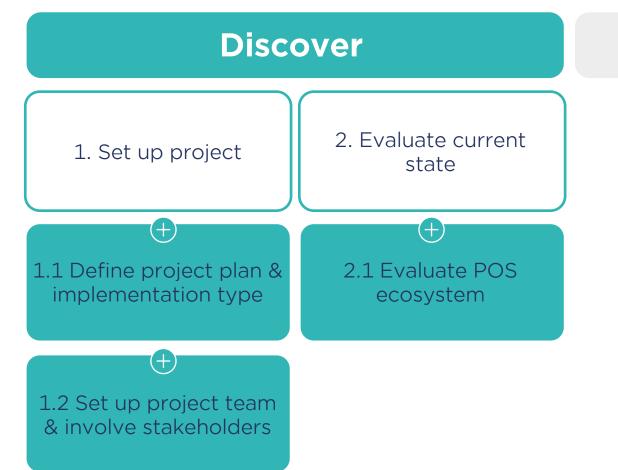
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2D Barrada Implementation Journey A Practic Getting the 2D ailers and Brand Owners

Personas



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Plan & design

Implement

Track & expand

2. Evaluate current state

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1.1 Define project plan & implementation type

barcode rollout right is key for

efficiently scan and unlock the

valuable product

retailers to

information encoded by

streamlining

enhancing

operations and

customer service.

brands,

2.1 Evaluate POS ecosystem

+

1.2 Set up project team & involve stakeholders



Plan & design

Track & expand

Implement

Personas





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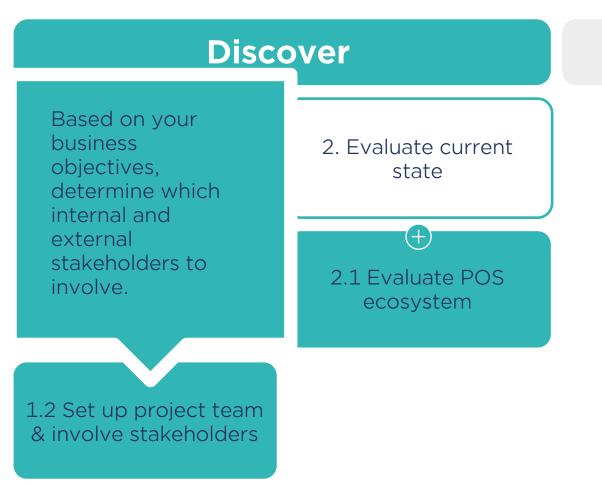
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Personas



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Retailer

Implementation Pathways

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Select an impleme

Disc

1. Set up project

+

1.1 Define project plan & implementation type

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1.2 Set up project team & involve stakeholders

2.1 Evaluate POS

By 2027 retailers

must, at minimum, be able to accept a

barcodes at their

require upgrades

of the current state will help to design the future state in

defined set of

POS. This may

ecosystem. An

to your POS

evaluation

different

ecosystem

the next step

on Journey

Owners

Plan & design

Implement



Personas

Brand owner



Implementation Pathways

I am a **brand owner** looking to **apply** and encode a 2D barcode on my

I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

at POS

I am a **retailer** looking to **apply and**

encode a 2D barcode on white

Select an implementation phase

Plan & design Track & expand **Discover Implement** 4. Determine budget & 3. Design future state finalise project plan + (+) 3.1 Design future state 4.1 Determine budget & POS ecosystem finalise project plan



Personas



Brand owner



Retailer

Implementation Pathways

and encode a 2D barcode on my

I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

at POS

I am a **retailer** looking to **apply and**

Select an implementation phase

Discover

After evaluating your POS ecosystem, you can start with designing the future state of your POS ecosystem and identify the gaps.

esign **Implement**

Track & expand

finalise project plan

3.1 Design future state POS ecosystem

4.1 Determine budget & finalise project plan

+

4. Determine budget &



Personas





Implementation Pathways

and encode a 2D barcode on my

I am a **retailer** looking to **make my** POS-ecosystem ready to scan and read 2D barcodes

I am a **retailer** looking to **unlock the** at POS

I am a **retailer** looking to **apply and**

I am a **retailer** looking to **apply and**

Select an implementation phase

Plan & **Discover**

3. Design future state

3.1 Design future state POS ecosystem

(+)

Based on the evaluation of the current state and the design of the future state, determine the appropriate budget and finalise your project plan. This plan should include upgrading your POS ecosystem and providing training for relevant stakeholders.

Implement

Track & expand

4.1 Determine budget & finalise project plan



Personas

Brand owner



Implementation Pathways

I am a **brand owner** looking to **apply** and encode a 2D barcode on my

I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

at POS

I am a **retailer** looking to **apply and**

encode a 2D barcode on white

Select an implementation phase

Plan & design **Implement** Track & expand **Discover**

> 5. Upgrade & test POS ecosystem

> > +

5.1 Upgrade & test POS ecosystem



Personas

Brand owner



Select an implementation phase

Plan & design **Discover**

After evaluating your POS ecosystem and designing your future state, you can start upgrading your scanners and/or POS host system to scan and read 2D barcodes, if necessary.

Track & expand

Implementation Pathways

and encode a 2D barcode on my

I am a **retailer** looking to **make my** POS-ecosystem ready to scan and read 2D barcodes

at POS

I am a **retailer** looking to **apply and**

I am a **retailer** looking to **apply and**

5.1 Upgrade & test POS ecosystem



Personas

Brand owner



Retailer

Implementation Pathways

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I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

at POS

I am a **retailer** looking to **apply and**

encode a 2D barcode on white

Select an implementation phase

Track & expand Plan & design **Discover Implement** 7. Unlock future 5.1 Upgrade & test POS potential ecosystem + + 7.1 Share your 6.1 Train & raise 2D story awareness +

> 7.2 Determine additional value



Personas

Brand owner



Implementation Pathways

I am a **brand owner** looking to **apply** and encode a 2D barcode on my

I am a **retailer** looking to **make my** POS-ecosystem ready to scan and read 2D barcodes

at POS

I am a **retailer** looking to **apply and**

I am a **retailer** looking to **apply and**

Select an implementation phase

Plan & design **Discover** Implement

Effective communication and training are essential for smooth adoption and maximising the benefits of your 2D implementation.

expand

7. Unlock future potential

6.1 Train & raise awareness

7.1 Share your 2D story

+

+ 7.2 Determine additional value



Personas

Brand owner



Retailer

Implementation Pathways

and encode a 2D barcode on my

I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

at POS

I am a **retailer** looking to **apply and**

encode a 2D barcode on white

Select an implementation phase

Plan & design **Implement Track & Discover** 5.1 Upgrade & test POS

Share your success story to motivate others and drive

ecosystem

(+)

6.1 Train & raise awareness

7.1 Share your 2D story

wider adoption of

2D barcodes.

7.2 Determine additional value

+



Personas



Brand owner



Retailer

Implementation Pathways

and encode a 2D barcode on my

I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

I am a **retailer** looking to **unlock the** at POS

I am a retailer looking to apply and

encode a 2D barcode on white

Select an implementation phase

Plan & design Discover

Implement

Track &

5.1 Upgrade & test POS ecosystem

> 6.1 Train & raise awareness

(+)

2D barcodes can enable many more use cases for the retailer, such as inventory management and dynamic price markdown, with high potential benefits. Begin exploring the different use cases and potential for your company.

7.2 Determine additional value



Personas

Brand owner



Retailer

Select an implementation phase

Plan & design Track & expand **Discover Implement**

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and**

encode a 2D barcode on white



Plan & design

Track & expand

Implement

Personas

Brand owner



Implementation Pathways

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POS-ecosystem ready to scan and

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I am a **retailer** looking to **apply and**

encode a 2D barcode on white

Select an implementation phase



& involve stakeholders



A Practi

ailers and Brand Owners

Personas



Brand owner



Retailer

Implementation Pathways

I am a brand owner looking to apply and encode a 2D barcode on my products

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l am a retailer looking to unlock the benefits of 2D barcodes and the data encoded in my processes and at POS

I am a retailer looking to apply and encode a 2D barcode for in-store labelling products and scan these barcodes at POS

I am a retailer looking to apply and encode a 2D barcode on white label/private label products and scan these barcodes at POS

ntation phase

ver

Plan & design

Implement

Track & expand

2. Evaluate current state

+

1.1 Define your goals/use cases

Retailers have

tailor your 2D

to scan 2D

barcode utilisation to unlock the most

impactful benefits for your business, including the ability

barcodes at POS.

unique needs. By focusing on your specific goals from the start, you can

2.1 Evaluate as-is situation

+

1.2 Define project plan & implementation type

+

1.3 Set up project team & involve stakeholders



ver

Personas



Brand owner



Retailer

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and**

encode a 2D barcode on white

Select an implementation phase

The 2D roll-out process is important to execute well. It is key to start with the right scope and setup, and use the results to decide on further deployment.

2. Evaluate current state

2.1 Evaluate as-is situation

+

1.2 Define project plan & implementation type

1.3 Set up project team & involve stakeholders

Plan & design **Implement**



Plan & design

Personas





Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and**

encode a 2D barcode on white

Select an implementation phase

Discover 2. Evaluate current 1. Set up project state + Based on your 2.1 Evaluate as-is business situation objectives, determine which internal and external stakeholders to involve.

1.3 Set up project team & involve stakeholders

Track & expand **Implement**



A Practical Guide for Retailers and Brand Owners

Personas



Brand owner



Retailer

Implementation Pathways

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I am a retailer looking to apply and encode a 2D barcode for in-store labelling products and scan these barcodes at POS

I am a retailer looking to apply and encode a 2D barcode on white label/private label products and scan these barcodes at POS

Select an impleme

Disc

1. Set up project

To effectively use additional data or engage in promotions and collaborations with suppliers, it is important to first assess the current situation before planning the desired future state.

+

1.1 Define your goals/use cases

2.1 Evaluate as-is situation

+

1.2 Define project plan & implementation type

+

1.3 Set up project team & involve stakeholders

Plan & design

Implement



Personas

Brand owner



Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and**

Select an implementation phase

Discover	Plan & design		Implement	Track & expand
	3. Design future state	4. Set up business case		
	3.1 Design to-be processes, data & IT	4.1 Perform cost-benefit analysis		



A Practical Guide for Retailers and Brand Owners

Personas



Retailer

Implementation Pathways

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barcodes at POS

I am a retailer looking to apply and encode a 2D barcode on white label/private label products and scan these barcodes at POS

Select an implementation phase

Discover

Designing future processes, data requirements and IT infrastructure to effectively leverage encoded 2D barcode data within retail operations is key for successful implementation.

esign

3.1 Design to-be processes, data & IT landscape **Implement**

Track & expand

+

4. Set up business case

4.1 Perform cost-benefit analysis



Personas



Brand owner



Retailer

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

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I am a **retailer** looking to **apply and**

Select an implementation phase

Discover

Plan & d

3. Design future state

+ 3.1 Design to-be processes, data & IT landscape

Based on the evaluations/assess ments performed in previous steps, determine whether you should continue your 2D implementation journey by creating a business case.

4.1 Perform cost-benefit analysis **Implement**



Personas

Brand owner



Retailer

Implementation Pathways

I am a **brand owner** looking to **apply** and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and**

encode a 2D barcode on white

Select an implementation phase

Plan & design **Implement** Track & expand **Discover**

> 5. Upgrade data support & systems

+ 5.1 Ensure backend system & data support upgrades



Personas

Brand owner



Select an implementation phase

Plan & design **Discover**

Leveraging data beyond the GTIN from scanning 2D barcodes may require upgrades to backend systems and data support. Updates may not be required if scanners are passing data that is already in use.

Track & expand

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and**

5.1 Ensure backend system & data support upgrades



Personas

Brand owner



Implementation Pathways

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POS-ecosystem ready to scan and

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I am a **retailer** looking to **apply and**

I am a **retailer** looking to **apply and**

Select an implementation phase

Track & expand Plan & design **Discover Implement** 7. Unlock future 6. Train potential + + 6.1 Train employees, customers & other 7.1 Track results partners + 7.2 Share your 2D story +

> 7.3 Determine additional value



Personas





Retailer

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and**

Select an implementation phase

Plan & design **Discover** Implement

Effective communication and training are essential for smooth adoption and maximising the benefits of your 2D implementation.

expand

7. Unlock future potential

+

6.1 Train employees, customers & other partners

7.1 Track results

+

7.2 Share your 2D story

+ 7.3 Determine additional value



Personas





Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and**

Select an implementation phase

Plan & design **Discover**

Implement

Track &

6. Train

+ 6.1 Train employees, customers & other partners

Once 2D has been implemented, it is advisable to track and optimise the results to ensure they align with the expectations outlined in the business case and benefit logic.

7.1 Track results

+

7.2 Share your 2D story

7.3 Determine additional value

+



Personas

Brand owner



Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and**

I am a **retailer** looking to **apply and**

Select an implementation phase

Track & expand Plan & design **Discover Implement** 7. Unlock future 6. Train Share your success story to motivate + others and drive 6.1 Train employees, wider adoption of customers & other 2D barcodes. partners 7.2 Share your 2D story +

> 7.3 Determine additional value



Personas

Brand owner



Retailer

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retaile**r looking to **apply and**

Select an implementation phase

Plan & design **Discover**

Implement

Track & expand

6. Train

+ 6.1 Train employees, customers & other partners

2D barcodes can enable many more use cases for the retailer, such as inventory management and dynamic price markdown, with high potential benefits. Begin exploring the different use cases and potential for your company.

7.3 Determine additional value



Personas

Select an implementation phase



Brand owner



Discover

Plan & design

Implement

Track & expand

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

encode a 2D barcode on white



Plan & design

Track & expand

Implement

Personas

Brand owner



Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

I am a **retailer** looking to **apply and** encode a 2D barcode on white label/private label products and

Select an implementation phase

Discover 2. Evaluate current 1. Set up project state 1.1 Define your 2.1 Evaluate your processes and goals and metrics systems 1.2 Define project 2.2 Evaluate printing plan & capabilities implementation type 1.3 Set up project 2.3 Evaluate team & involve regulatory stakeholders requirements

> 2.4 Evaluate existing codes on pack



A Practical Guide for Retailers and Brand Owners

Personas



Brand owner



Retailer

Implementation Pathways

I am a brand owner looking to apply and encode a 2D barcode on my products

I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

l am a retailer looking to unlock the benefits of 2D barcodes and the data encoded in my processes and at POS

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I am a retailer looking to apply and encode a 2D barcode on white label/private label products and scan these barcodes at POS

Being clear on your key driver(s), business goals and metrics is vital for a successful 2D implementation and to measure success once the implementation is complete.

entation phase

ver

Plan & design

Implement

Track & expand

2. Evaluate current state

1.1 Define your goals and metrics

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

4 Evaluate

2.4 Evaluate existing codes on pack



A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



Retailer

Implementation Pathways

I am a brand owner looking to apply and encode a 2D barcode on my products

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I am a retailer looking to apply and encode a 2D barcode on white label/private label products and scan these barcodes at POS

Select an implementation phase

The 2D roll-out process is important to execute well. It is key to start with the right scope and Set up and use the results to decide on further deployment.

2. Evaluate current

state

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

1.3 Set up project team & involve stakeholders 2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

Plan & design Implement



Plan & design

Track & expand

Implement

Personas

Brand owner



Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

I am a **retailer** looking to **apply and** label/private label products and

Select an implementation phase

Discover 2. Evaluate current 1. Set up project state Based on your 2.1 Evaluate your business processes and objectives, systems determine which internal and + external stakeholders to .2 Evaluate printing involve. capabilities 2.3 Evaluate 1.3 Set up project team & involve regulatory stakeholders requirements 2.4 Evaluate existing

codes on pack



A Practical Guide for Retailers and Brand Owners

Personas



Brand owner



Retailer

Implementation Pathways

I am a brand owner looking to apply and encode a 2D barcode on my products

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I am a retailer looking to apply and encode a 2D barcode on white label/private label products and scan these barcodes at POS

Select an impl

Di

1. Set up project

Evaluating current processes and systems is essential to effectively bridge the gap between the current and the future state.

1.1 Define your goals and metrics

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

Plan & design

Implement



Plan & design

Track & expand

Implement

Personas

Brand owner



Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

label/private label products and

Select an implementation phase

Discover Assessing current 1. Set up project printing capabilities is important as input to determine whether any 1.1 Define your upgrades are goals necessary. and metrics 1.2 Define project 2.2 Evaluate printing plan & capabilities implementation type 1.3 Set up project 2.3 Evaluate team & involve regulatory stakeholders requirements 2.4 Evaluate existing

codes on pack



Personas





Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

label/private label products and

Select an implementation phase

Plan & design Track & expand Discover **Implement**

1. Set up project

1.1 Define your goals and metrics

1.2 Define project plan & implementation typ industry-specific regulations and guidelines is critical for your business. Unlocking access to increased product information via 2D can help.

compliance with

Ensuring

1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack



A Practical Guide for Retailers and Brand Owners

Personas





Retailer

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

I am a **retailer** looking to **apply and** label/private label products and

Select an implementation phase

Discover

2. Evaluate current

1. Set up project

1.1 Define your goals and metrics

1.2 Define project plan & implementation typ

1.3 Set up project team & involve stakeholders

Plan & design

- It is helpful to evaluate the existing codes on pack, since some products might already be labelled with 2D barcodes for consumer engagement or other purposes. This will impact whether or not

your printing

an upgrade.

capability requires

2.4 Evaluate existing codes on pack

Implement



A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



Implementation Pathways

I am a brand owner looking to apply and encode a 2D barcode on my products

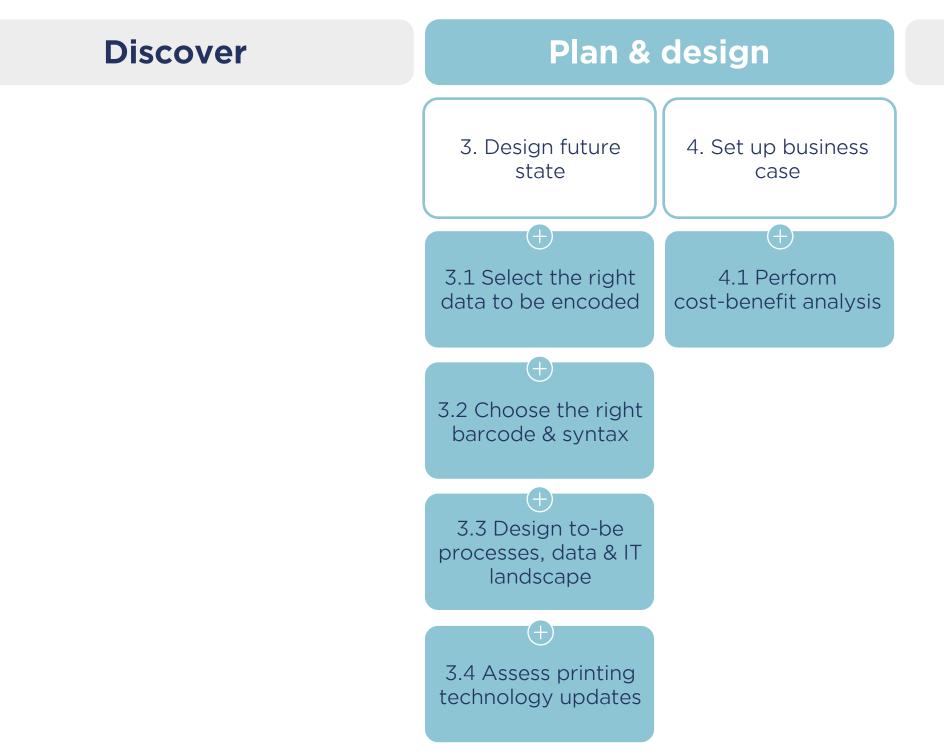
I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

I am a retailer looking to unlock the benefits of 2D barcodes and the data encoded in my processes and at POS

I am a **retailer** looking to **apply and encode a 2D barcode for in-store labelling** products and scan these barcodes at POS

I am a retailer looking to apply and encode a 2D barcode on white label/private label products and scan these barcodes at POS

Select an implementation phase



Implement



A Practical Guide for Retailers and Brand Owners

Personas





Implementation Pathways

and encode a 2D barcode on my

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I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

I am a **retailer** looking to **apply and** encode a 2D barcode on white label/private label products and

Select an implementation phas

Discover

Define the essential information that needs to be encoded in the 2D barcode based on your business objectives.

esign 4. Set up business case

3.1 Select the right data to be encoded

4.1 Perform cost-benefit analysis

3.2 Choose the right barcode & syntax

3.3 Design to-be landscape

Implement

Track & expand

+

processes, data & IT

3.4 Assess printing technology updates



A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



Retailer

Implementation Pathways

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I am a retailer looking to apply and encode a 2D barcode on white label/private label products and scan these barcodes at POS

Select an implementation phase

Discover

Explore the different 2D barcodes to determine which one fits best with your selected business objectives. The choice of barcode determines the right syntax.

esign

4. Set up business case



4.1 Perform ost-benefit analysis

3.2 Choose the right barcode & syntax

3.3 Design to-be processes, data & IT landscape

3.4 Assess printing technology updates

Implement



A Practical Guide for Retailers and Brand Owners

Personas

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Retailer

Implementation Pathways

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I am a **retailer** looking to **apply and** encode a 2D barcode on white label/private label products and

Select an implementation phase

Plan & design Track & expand **Implement** Discover 4. Set up business case Designing future processes, data

requirements and IT infrastructure to effectively leverage encoded 2D barcode data within retail operations is key for successful implementation.

3.3 Design to-be processes, data & IT landscape

3.4 Assess printing technology updates

4.1 Perform ost-benefit analysis



A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



Implementation Pathways

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barcodes at POS

I am a retailer looking to apply and encode a 2D barcode on white label/private label products and scan these barcodes at POS

Select an implementation phase

Plan & design Discover 3. Design future 4. Set up business state case 4.1 Perform 3.1 Select the right cost-benefit analysis data to be encoded Assess whether changes are needed to your current printing technology to enable in-store printing of labels with 2D barcodes. 3.4 Assess printing

technology updates

Implement



A Practical Guide for Retailers and Brand Owners

Personas



Brand owner



Retailer

Implementation Pathways

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Select an implementation phase

Discover

Plan 8

3. Design future state

Based on the evaluations or assessments performed in previous steps, determine whether you should continue your 2D implementation journey by creating a business case.

+

3.1 Select the right data to be encoded

4.1 Perform cost-benefit analysis

+

3.2 Choose the right barcode & syntax

3.3 Design to-be processes, data & IT landscape

3.4 Assess printing technology updates

Implement



A Practical Guide for Retailers and Brand Owners

Personas

Select an implementation phase

Discover



Brand owner



Retailer

Implementation Pathways

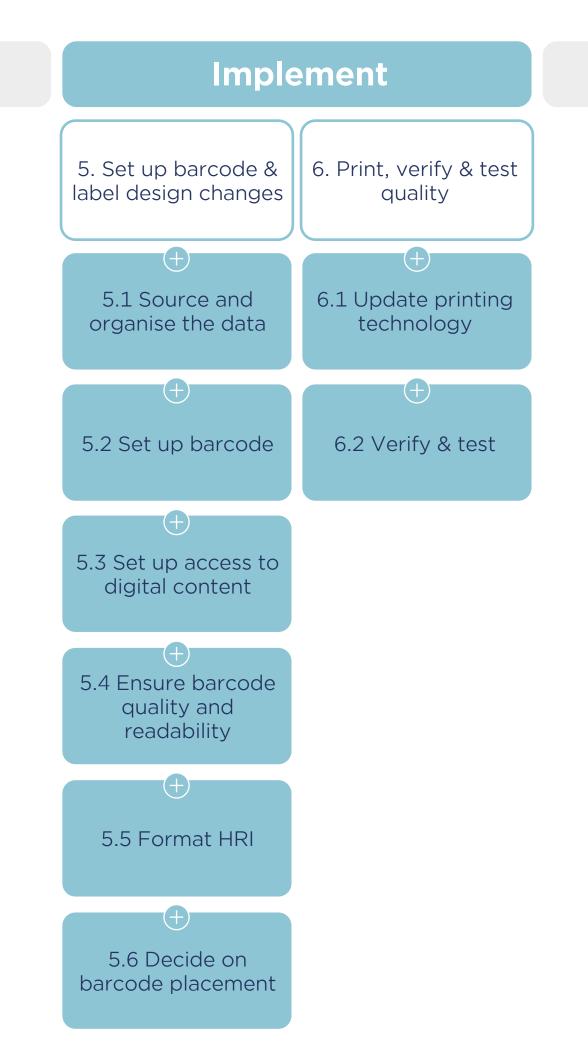
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Track & expand

Plan & design



A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



Implementation Pathways

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Select an implementation phase

Discover Plan & design

Making sure the required data for encoding is available, accurate, complete and up-to-date is essential to successfully implementing 2D objectives.

Track & expand

. Print, verify & test quality

nent

5.1 Source and organise the data

6.1 Update printing technology

+

5.2 Set up barcode

6.2 Verify & test

+

+

5.3 Set up access to digital content

+

5.4 Ensure barcode quality and readability

+

5.5 Format HRI

+

5.6 Decide on barcode placement



A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



Retailer

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

Select an implementation phase

Implement Plan & design Track & expand Discover

> 5 Sot up barcodo 8. | 6. Print, verify & test Set up your 2D barcode of choice and, if necessary, involve your solution provider.

+

quality

5.1 Update printing technology

+

5.2 Set up barcode

6.2 Verify & test

5.3 Set up access to digital content

5.4 Ensure barcode quality and readability

5.5 Format HRI

5.6 Decide on barcode placement



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Personas

Select an implementation phase

Discover



Brand owner



Retailer

Implementation Pathways

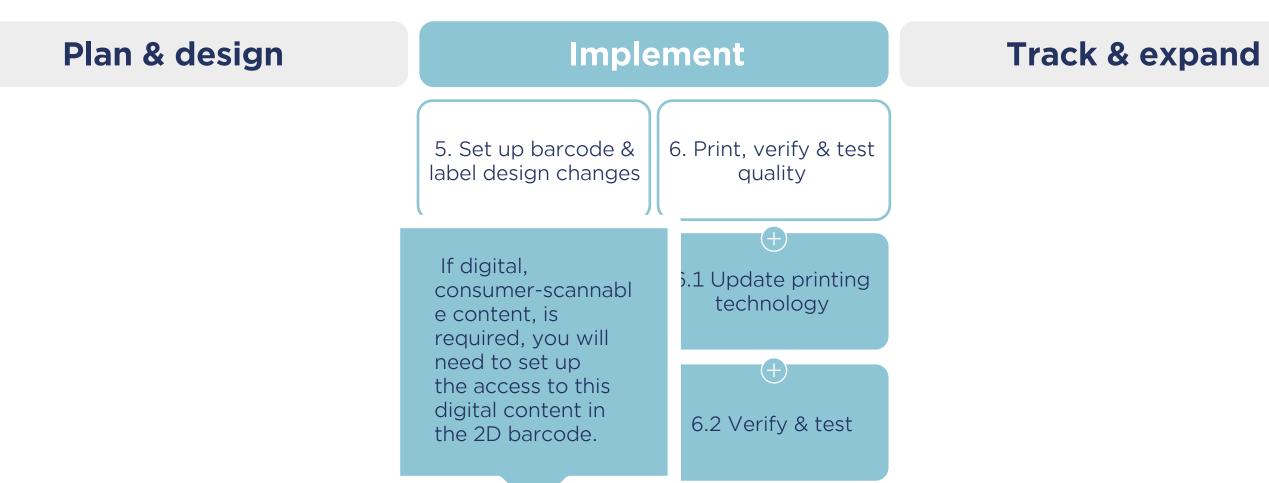
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5.3 Set up access to

digital content

5.4 Ensure barcode quality and readability

5.5 Format HRI

5.6 Decide on

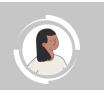
barcode placement



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Personas

Select an implementation phase



Brand owner



Retailer

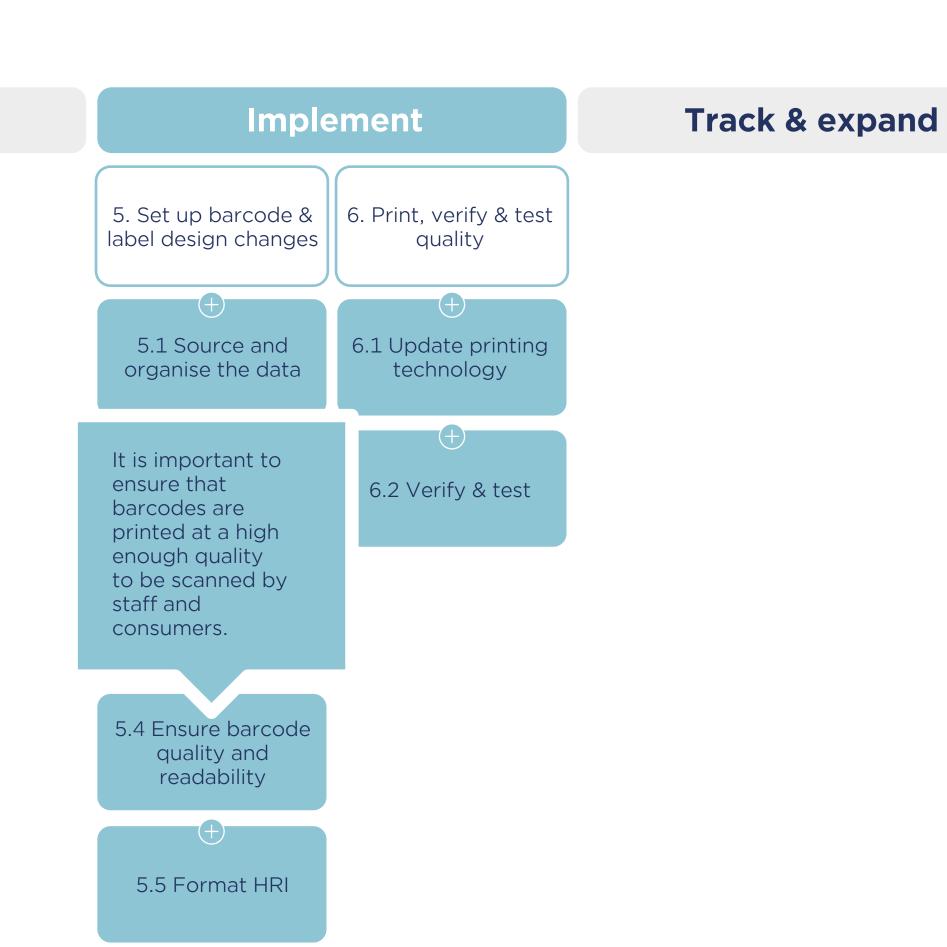
Implementation Pathways

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Discover

Plan & design

5.6 Decide on barcode placement



Plan & design

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Personas

Select an implementation phase

Discover



Brand owner



Retailer

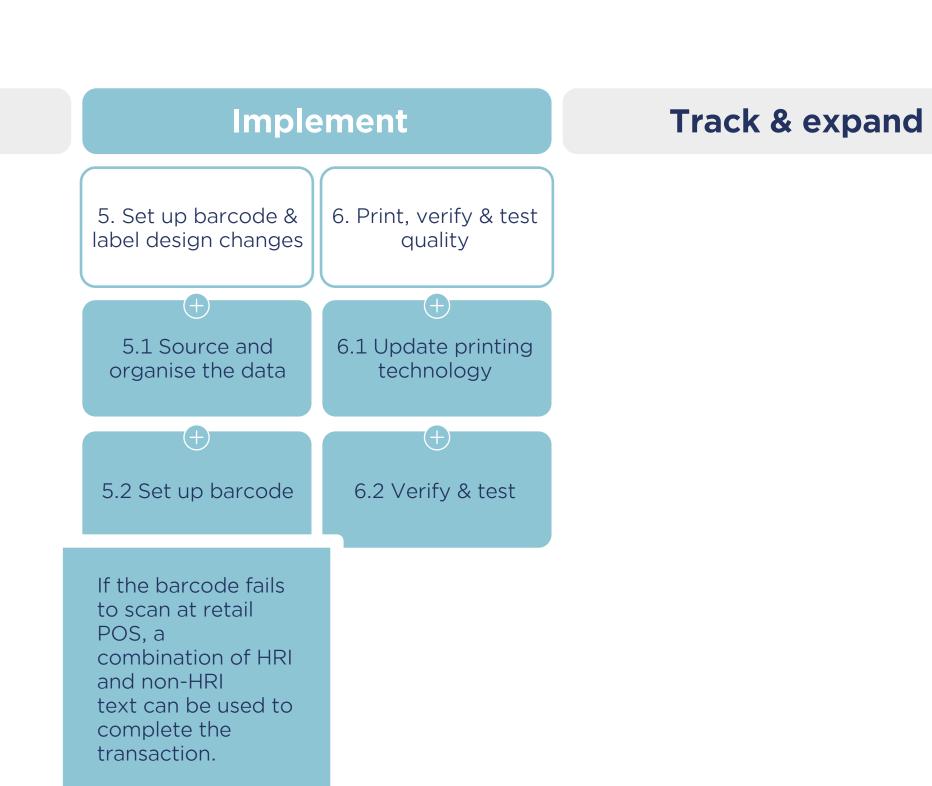
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5.5 Format HRI

5.6 Decide on barcode placement



Plan & design

A Practical Guide for Retailers and Brand Owners

Personas

Select an implementation phase

Discover



Brand owner



Retailer

Implementation Pathways

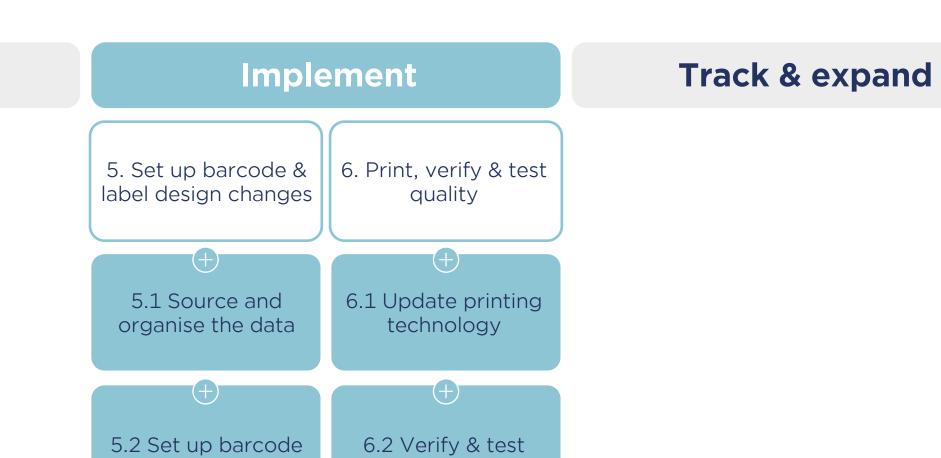
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Based on the evaluations/assess ments done in previous steps, determine whether you should continue your 2D implementation journey by creating a business case.

5.6 Decide on barcode placement



A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



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Select an implementation phase

Discover

Plan & design

Imp

5. Set up barcode & label design change

Based on the evaluation of your current printing technology and the requirements for printing your 2D barcode, update your technology as needed with support from your solution provider.

5.1 Source and organise the data

6.1 Update printing technology

+

5.2 Set up barcode

6.2 Verify & test

+

(+)

5.3 Set up access to digital content

+

5.4 Ensure barcode quality and readability

+

5.5 Format HRI

+

5.6 Decide on barcode placement



A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



Implementation Pathways

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POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** benefits of 2D barcodes and the at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

encode a 2D barcode on white

Select an implementation phase

Discover

Plan & design

Imp

5. Set up barcode { label design change

5.1 Source and organise the data

POS staff and consumers must be able to interact with the barcode quickly and extract the appropriate data for their needs. Poor quality barcodes and malfunctioning Digital Links create negative experiences in both POS and consumer settings.

5.2 Set up barcode

6.2 Verify & test

5.3 Set up access to digital content

5.4 Ensure barcode quality and readability

5.5 Format HRI

5.6 Decide on barcode placement



Personas

Brand owner



Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

I am a **retailer** looking to **apply and**

Select an implementation phase

Track & expand Plan & design **Implement Discover** 8. Track and share 7. Roll out results + 7.1 Coordinate 8.1 Track value roll-out with stakeholders + + 8.2 Share your 2D 7.2 Train & raise

story

awareness



A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



Implementation Pathways

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Select an implementation phase

Discover Plan & design Implement

Communicate with internal stakeholders to inform them about the addition of a POS-scannable 2D barcode to the product and additional data encoded within it, which will enable the use of specific applications.

xpand

3. Track and share results

7.1 Coordinate roll-out with stakeholders

+

8.1 Track value

+

7.2 Train & raise awareness

8.2 Share your 2D story

+



Personas

Brand owner



Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

Select an implementation phase

Track & expand Plan & design **Implement Discover** Effective 3. Track and share communication and training are results essential for smooth adoption + and maximising the benefits of your 2D implementation. 8.1 Track value 7.2 Train & raise 8.2 Share your 2D story awareness



Personas

Brand owner



Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

at POS

I am a **retailer** looking to **apply and** encode a 2D barcode for in-store labelling products and scan these

label/private label products and

Select an implementation phase

Plan & design Discover

Implement

Track

7. Roll out

7.1 Coordinate roll-out with stakeholders

8.1 Track value

Once 2D has been implemented, it is

advisable to track and optimise the results to ensure

they align with the

business case and

expectations outlined in the

benefit logic.

+

7.2 Train & raise awareness

8.2 Share your 2D story

+



Personas

Brand owner



Retailer

Implementation Pathways

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Select an implementation phase

Plan & design **Discover**

Track & expand **Implement**

7. Roll out

7.1 Coordinate roll-out with stakeholders

2D barcodes.

wider adoption of

8 Track and share

Share your success story to motivate others and drive

7.2 Train & raise awareness

+

8.2 Share your 2D story



Personas

Select an implementation phase



Brand owner



Plan & design **Implement Discover**

Track & expand

Implementation Pathways

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POS-ecosystem ready to scan and

at POS

I am a **retailer** looking to **apply and**

I am a **retailer** looking to **apply and** encode a 2D barcode on white label/private label products and



Plan & design

Track & expand

Implement

Personas

Brand owner



Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

at POS

I am a **retailer** looking to **apply and**

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Select an implementation phase

Discover 2. Evaluate current 1. Set up project state 1.1 Define your 2.1 Evaluate your processes and goals systems and metrics + 1.2 Define project 2.2 Evaluate printing plan & capabilities implementation type 1.3 Set up project 2.3 Evaluate regulatory team & involve stakeholders requirements

> 2.4 Evaluate existing codes on pack



A Practical Guide for Retailers and Brand Owners

Personas



Brand owner



Retailer

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** at POS

I am a **retailer** looking to **apply and**

I am a **retailer** looking to **apply and** encode a 2D barcode on white label/private label products and

Being clear on your key driver(s), business goals and metrics is vital for a successful 2D implementation and to measure success once the implementation is complete.

entation phase

er

Plan & design

Implement

Track & expand

2. Evaluate current state

1.1 Define your goals and metrics

2.1 Evaluate your processes and systems

+

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack



A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



Retailer

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Select an implementation phase

er

The 2D roll-out process is important to execute well. It is key to start with the right scope and Set up and use the results to decide on further deployment.

2. Evaluate current

state

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

Plan & design Implement



Plan & design

Track & expand

Implement

A Practical Guide for Retailers and Brand Owners

Personas

Brand owner



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Select an implementation phase

Discover 2. Evaluate current 1. Set up project state Based on your 2.1 Evaluate your business processes and objectives, systems determine which internal and + external stakeholders to .2 Evaluate printing involve. capabilities 1.3 Set up project 2.3 Evaluate team & involve regulatory stakeholders requirements 2.4 Evaluate existing codes on pack



A Practical Guide for Retailers and Brand Owners

Personas



Brand owner



Retailer

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Select an imple

1. Set up project

Dis

Evaluating current processes and systems is essential to be able to effectively bridge the gap between the current and the future state.

1.1 Define your goals and metrics

2.1 Evaluate your processes and systems

1.2 Define project plan & implementation type

2.2 Evaluate printing capabilities

+

1.3 Set up project team & involve stakeholders

2.3 Evaluate regulatory requirements

2.4 Evaluate existing codes on pack

Plan & design

Implement



Plan & design

Track & expand

Implement

Personas

Brand owner



Retailer

Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

I am a **retailer** looking to **unlock the** at POS

I am a **retaile**r looking to **apply and**

I am a **retailer** looking to **apply and** encode a 2D barcode on white label/private label products and

Select an implementation phase

Discover Assessing current 1. Set up project printing capabilities is important as input to decide (+) whether any 1.1 Define your upgrades are necessary. goals and metrics 1.2 Define project 2.2 Evaluate printing plan & capabilities implementation type 1.3 Set up project 2.3 Evaluate regulatory team & involve stakeholders requirements 2.4 Evaluate existing

codes on pack



Plan & design

Track & expand

Implement

Personas

Brand owner



Retailer

Implementation Pathways

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POS-ecosystem ready to scan and

at POS

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Select an implementation phase

Discover 1. Set up project Ensuring compliance with industry-specific regulations and guidelines is 1.1 Define your critical for your goals business. and metrics Unlocking access to increased product 1.2 Define project information via 2D plan & can help. implementation typ 1.3 Set up project 2.3 Evaluate team & involve regulatory stakeholders requirements 2.4 Evaluate existing codes on pack



A Practical Guide for Retailers and Brand Owners

Personas





Retailer

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Select an implementation phase

Discover Plan & design Implement Track & expand

1. Set up project It is helpful to evaluate the + existing codes on 1.1 Define your pack since some goals brand owners and metrics might already have 2D barcodes on their packaging for consumer 1.2 Define project engagement or plan & other implementation typ purposes. This will impact whether + your printing 1.3 Set up project capability requires

team & involve

stakeholders

2.4 Evaluate existing codes on pack

an upgrade or not.



Personas

Brand owner



Implementation Pathways

and encode a 2D barcode on my

POS-ecosystem ready to scan and

at POS

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I am a **retailer** looking to **apply and** encode a 2D barcode on white label/private label products and

Select an implementation phase

Plan & design **Discover** 3. Design future 4. Set up business state case 3.1 Select the right 4.1 Perform data to be encoded cost-benefit analysis 3.2 Choose the right barcode & syntax 3.3 Assess printing technology updates

Implement



A Practical Guide for Retailers and Brand Owners

Personas



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Select an implementation phas

Discover

- Define the essential information that needs to be encoded in the 2D barcode based on your business objectives.

2D _

esign

4. Set up business case

3.1 Select the right data to be encoded

4.1 Perform cost-benefit analysis

3.2 Choose the right barcode & syntax

3.3 Assess printing technology updates

Implement



A Practical Guide for Retailers and Brand Owners

Personas





Retailer

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Select an implementation phas

Discover

Explore the different 2D barcodes to determine which one fits best with your selected business objectives. The choice of the barcode determines the right syntax.

4. Set up business case

+
4.1 Perform

esign

4.1 Perform ost-benefit analysis

3.2 Choose the right barcode & syntax

3.3 Assess printing technology updates

Implement



A Practical Guide for Retailers and Brand Owners

Personas

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Select an implementation phase

Discover

Assess whether changes need to be made to your current barcode printing technology to meet the future use case. Take into account the data and syntax that needs to be encoded (steps 3.1-3.2) and any existing 2D barcodes on your packaging (step 2.4).

3.3 Assess printing technology updates

esign

4. Set up business case

4.1 Perform ost-benefit analysis

Implement



A Practical Guide for Retailers and Brand Owners

Personas



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Select an implementation phase

Discover

Plan

3. Design future state

Based on the evaluations/assess ments done in previous steps, determine whether you should continue your 2D implementation journey by creating a business case.

+

3.1 Select the right data to be encoded

4.1 Perform cost-benefit analysis

+

3.2 Choose the right barcode & syntax

+

3.3 Assess printing technology updates

Implement



A Practical Guide for Retailers and Brand Owners

Personas

Select an implementation phase

Discover



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Retailer

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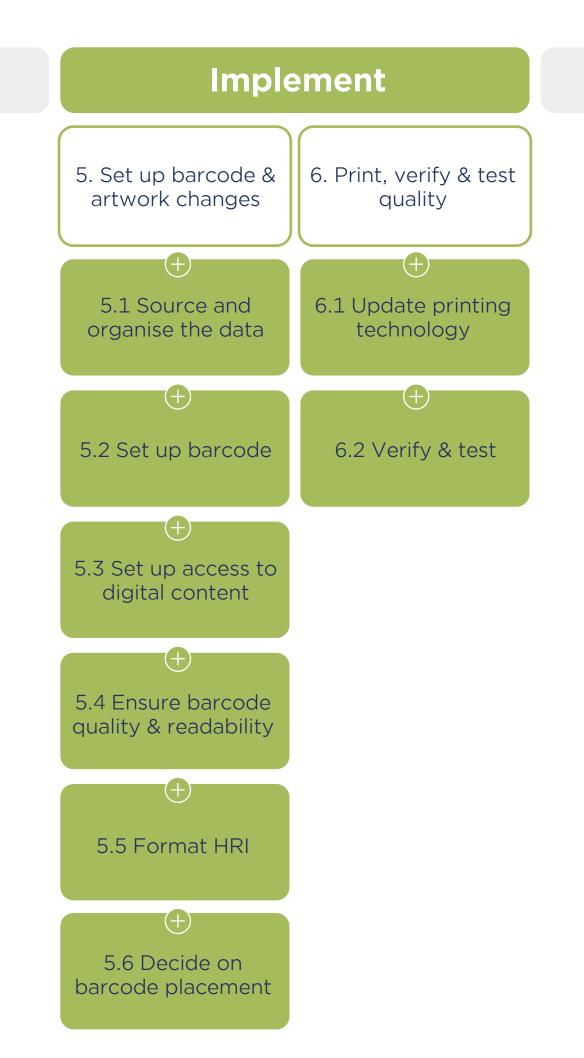
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Track & expand

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Plan & design



A Practical Guide for Retailers and Brand Owners

Personas





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A Practical Guide for Retailers and Brand Owners

Personas

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Select an implementation phase

Plan & design **Implement** Discover 5 Set up harcode & | 6. Print, verify & test quality Set up your 2D barcode of choice + and involve, if necessary, solution 1.1 Update printing provider. technology + 6.2 Verify & test 5.2 Set up barcode 5.3 Set up access to digital content 5.4 Ensure barcode quality & readability 5.5 Format HRI 5.6 Decide on

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Plan & design

A Practical Guide for Retailers and Brand Owners

Personas

Select an implementation phase

Discover



Brand owner



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A Practical Guide for Retailers and Brand Owners

Personas

Select an implementation phase

Discover



Brand owner



Retailer

Implementation Pathways

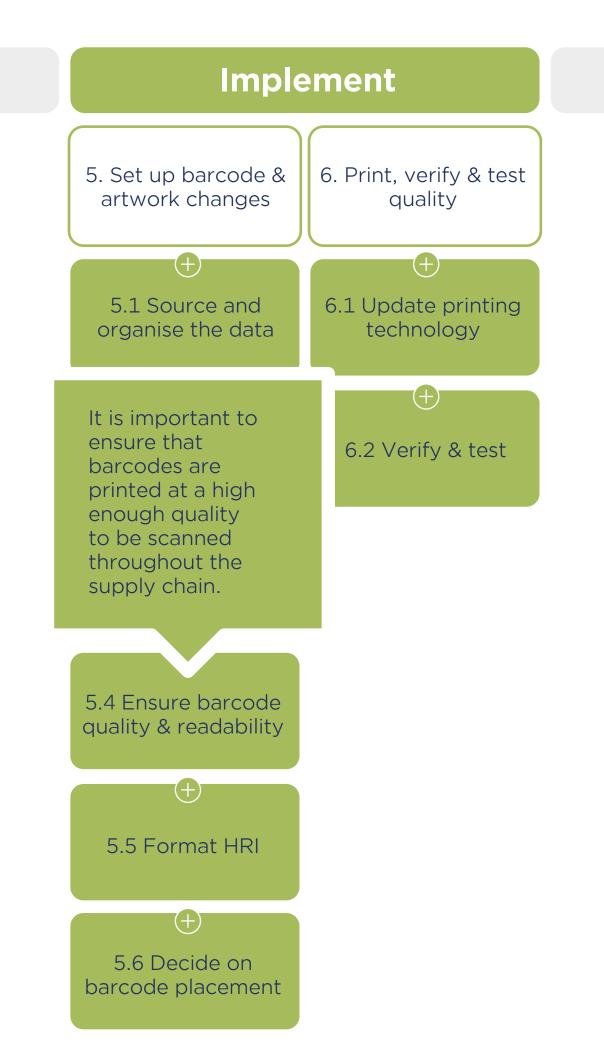
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Track & expand

Plan & design



Plan & design

A Practical Guide for Retailers and Brand Owners

Personas

Select an implementation phase

Discover



Brand owner



Retailer

Implementation Pathways

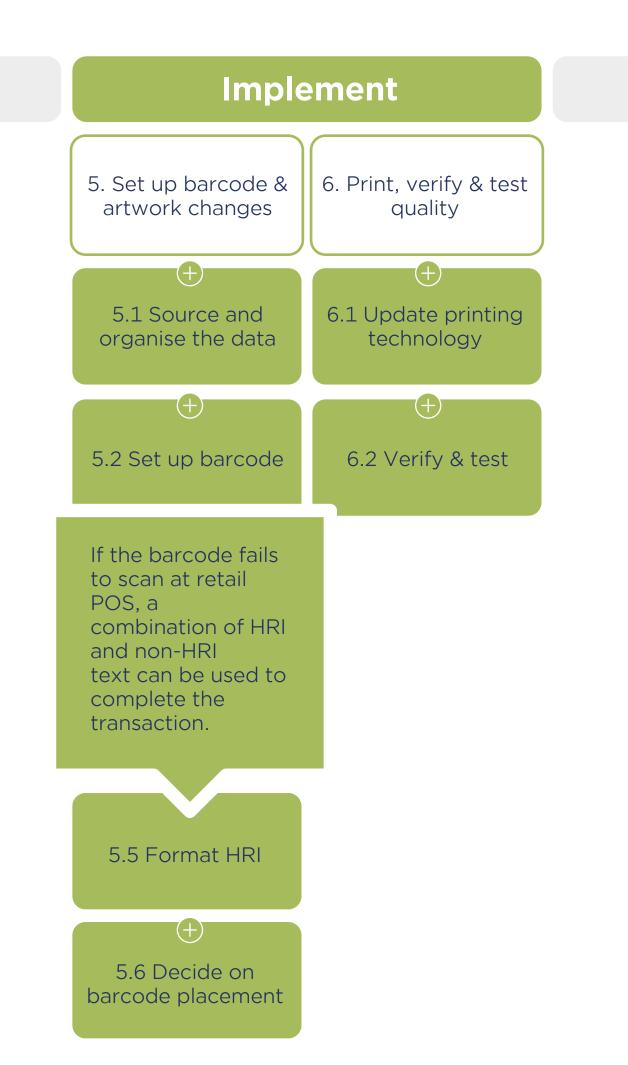
I am a brand owner looking to apply and encode a 2D barcode on my products

I am a **retailer** looking to **make my POS-ecosystem ready to scan** and read 2D barcodes

l am a retailer looking to unlock the benefits of 2D barcodes and the data encoded in my processes and at POS

I am a retailer looking to apply and encode a 2D barcode for in-store labelling products and scan these barcodes at POS

I am a retailer looking to apply and encode a 2D barcode on white label/private label products and scan these barcodes at POS





Plan & design

A Practical Guide for Retailers and Brand Owners

Personas

Select an implementation phase

Discover



Brand owner



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should be

current linear

co-located with the

barcode during the transition period.

5.6 Decide on

barcode placement



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Plan & design Discover

Imp

5. Set up barcode & artwork changes

evaluation of your current printing technology and the technology required to print your 2D barcode, update, if needed, your technology with the support of your solution

Based on the

Track & expand

5.1 Source and organise the data 6.1 Update printing technology

provider

+

5.2 Set up barcode

6.2 Verify & test

+

5.3 Set up access to digital content

5.4 Ensure barcode quality & readability

5.5 Format HRI

5.6 Decide on barcode placement



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Discover

Plan & design

lmp

5. Set up barcode & artwork changes

+

5.1 Source and organise the data

Trading partners and consumers must be able to interact with the barcode quickly and extract the appropriate data for their needs. Poor quality barcodes and malfunctioning digital links create negative experiences in both supply chain and consumer settings.

+

5.2 Set up barcode

6.2 Verify & test

(+)

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+

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Plan & design **Implement** Track & expand **Discover** 8. Track and share 7. Roll out results + 7.1 Coordinate 8.1 Track value external communication + + 8.2 Share your 2D 7.2 Train & raise story awareness



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Discover Plan & design Implement

Communicate with retailers to inform them about the addition of a POSscannable 2D barcode on your product and (additional) data being encoded in the 2D barcode to enable them to start leveraging use cases from this data as well.

xpand

8. Track and share results

7.1 Coordinate external communication

+

8.1 Track value

+

+

7.2 Train & raise awareness

8.2 Share your 2D story



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Plan & design **Discover**

Implement

Track & expand Effective communication 8. Track and share and training are results essential for smooth adoption and + maximising the benefits of your 2D 8.1 Track value implementation. + 8.2 Share your 2D 7.2 Train & raise story awareness



Personas





Implementation Pathways

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Plan & design **Discover**

Implement

track and optimise **Track** the results versus the expectations

logic.

7. Roll out

7.1 Coordinate external communication

8.1 Track value

Once 2D has been

implemented, it is recommended to

from the business case and benefit

+

7.2 Train & raise awareness

+

8.2 Share your 2D story



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Plan & design **Implement** Track & expand **Discover** 8 Track and share 7. Roll out Share your success story to motivate + others and drive 7.1 Coordinate wider adoption of external 2D barcodes. communication

+

7.2 Train & raise

awareness

8.2 Share your 2D

story