



The Global Language of Business

Verified by GS1 case study

# Migros Turkey: The retailer as the path from brand to consumer

A renowned early adopter of new technology and state-of-the-art services, Migros Supermarkets is already up and running with Verified by GS1.



## Challenge

Like many retailers, Turkish supermarket chain Migros wants to have access to the best possible data so they can manage their internal processes smoothly and build rich consumer experiences that drive confidence, satisfaction and loyalty.

## Solution

By asking brand owners to list their products in Verified by GS1, Migros has found a single source of trusted product information where they can confidently verify the products they sell.

## Benefits

The company is already seeing that they can list products with greater confidence and limit the length and number of steps it takes to maintain accurate product data in their systems.

Migros is the leading supermarket chain in Turkey with over 2,300 retail stores and four e-commerce platforms. There is a Migros store in every city in Turkey.

Migros has always been an early adopter and retail sector leader in innovation. In the early 1990s, they were the first retailer in Turkey to put GS1 barcodes on products and in doing so, they helped drive the entire Turkish retail sector toward the use of GS1 supply chain standards. The company is also an active member of the Consumer Goods Forum (CGF), and Özgür Tort, Chief Executive Office of Migros, is currently Co-Chair of the CGF and a member of the GS1 Management Board.



### Consumers deserve accurate product data

Migros sees retailers as the link between brand owners and consumers, with a duty to provide shoppers with product data that is as accurate and up to date as possible. As part of this commitment, they have found over the years a variety of ways to enhance their processes and improve their collaborations with trading partners.

For example, like many retailers, Migros has had instances when a brand owner repurposes an old GS1 Global Trade Item Number (GTIN) for a new product. This is a seemingly innocent and harmless act, until the new product scans into the retailer's systems under the identity of the original product, which lives on in the retailer's databases.

At best, this creates a bit of confusion; but this sort of product identity problem can also jam up the order-to-cash process, slow down reprovisioning and waste the time of staff members at both the retailer and the brand owner.

"We had issues in the past with GTIN discrepancies," says Ethem Kamanlı, Supply Chain Solutions Director at Migros, "It always takes some time to figure out what happened, and then to take the necessary steps to rectify the situation. Now it's an anecdote I tell—'The Case of the Mysterious Product'—to explain why Verified by GS1 is so important to us".

### Collaborations built on standards

Migros is fully committed to high-quality product data. That's why, in 2019, the company sent a memo to all the brand owners whose products are available at Migros stores.

"We had three requests," remembers Kamanlı. "One: Every product must have a GS1 GTIN, properly licensed from GS1 and created in respect of the GS1 GTIN Allocation Rules. Two: Every product must also be entered into the Verified by GS1 repository—new products as well as existing products. And Three: we are asking our suppliers to become familiar with the GS1 Global Data Model and prepare to deploy it in the near future".



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**As a retailer, we are the link between brand owners and consumers. It is an imperative for us to provide the consumer with the most accurate product data possible.**

- Ethem Kamanlı, Supply Chain Solutions Director, Migros Ticaret A.Ş.



# Getting this right requires joint effort between brand owners and retailers.

- Ethem Kamanlı, Supply Chain Solutions Director, Migros Ticaret A.Ş.

## Quick and efficient verification when listing

Migros has already clearly seen the value Verified by GS1 brings to the process of adding items to their systems.

When listing a new product, Migros team members today compare the product data they have on file against information extracted from Verified by GS1.

“When you list a product that you’ve first checked in Verified by GS1, you can be confident that its GTIN has been attributed using GTIN Allocation Rules,” notes Kamanlı. “As a result, from that point forward, you reduce the number of validation queries you need to perform, and you have much greater confidence in all the automatic data exchanges that will occur around that product”.

The deployment of Verified by GS1 at Migros is a work in progress still, but the company is resolutely moving forward and seeing results. Company executives have just recently started to get automated reports from the business analytics systems, for example, indicating the percentage of products with complete and accurate data. Migros is committed to this vision of trusted product data.

## Insight obtained by being brand owners themselves

Migros felt that it was only fair to apply their rules to themselves, so they also uploaded all their private-label fast-moving consumer goods into Verified by GS1. This has given them great insight into what they are asking their brand owners to do.

Says Kamanlı: “It only took us a week to gather the necessary data about our own-brand products, because the required fields are all very straightforward and readily available data. The most time-consuming aspect was getting product photos into the right format and onto a server. GS1 Turkey was very helpful during that part of the process”.

## Looking forward

Migros expects a real tipping point to occur someday soon, when there is more data in the system. It’s why Kamanlı is such an evangelist for the service whenever he speaks to brand owners: the more products in Verified by GS1, the better and more powerful it will be for everyone using it.

As a longer-term vision, Kamanlı thinks we should imagine machines talking to each other automatically, transferring perfectly accurate and fully up-to-date data between trading partners, for the benefit of consumers everywhere.

“Once product data goes beyond what you can put on a label, once it moves from physical shelf to the digital shelf, brand owners will be able to express themselves much better. They will be able to tell their story to consumers, explain what differentiates them. As a retailer, we’re just providing the path for them to share that message with consumers. That’s why we’re so committed to Verified by GS1: It’s an excellent way for us to help brands to speak to shoppers”.

## Benefits of Verified by GS1

### For Brands



Simplified listing process and faster time to market

### For Retailers



Reduced time and costs to gather and verify data

### For Consumers



More reliable product information



Data quality visibility and insights



Optimised business processes



Increased satisfaction and fewer returns

## About Migros

Migros Ticaret, founded in 1954, is the leading supermarket company of Turkey. Migros delivers a broad product range to meet the different needs of its customers through its Migros stores (MigrosJet, Migros, MM, MMM, 5M, Migros Wholesale), Macrocenter stores and e-commerce channels (Migros Sanal Market, Migros Hemen, Macroonline and Tazedirekt) in 81 provinces of Turkey.

Integrating its 66 years of retail experience into all business processes with digital transformation, Migros provides a unique shopping experience through its innovations, ultimate service approach and pioneer applications. Migros is the biggest fresh food seller in the retail sector of Turkey with an exclusive expertise on fruits, vegetables, red meat and poultry products. Migros also aims to offer the basic needs of households with the best price and the best quality.

Migros is the first and only retailer to be listed in the Borsa İstanbul Sustainability Index seven years in a row. In addition, Migros has been selected among the “CDP Turkey Climate Leaders” for three years and ranked among leaders in CDP Water Programme in 2020. Migros has received the “The Most Admired Company of the Retail Sector” award for 17 consecutive years associated with “Turkey’s Most Admired Companies” research.

[www.migroskurumsal.com](http://www.migroskurumsal.com)

## About GS1

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy”. GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach—local Member Organisations in 115 countries, 2 million user companies and 6 billion transactions every day—help ensure that GS1 standards create a common language that supports systems and processes across the globe.

[www.gs1.org](http://www.gs1.org)

## About Verified by GS1

Verified by GS1 is a repository of product data that helps organisations answer the question: “Is this the product that I think it is”? Brand owners use Verified by GS1 to associate seven core attributes with each of their products: the product’s GTIN, brand name, description, a URL of a product image, its GS1 Global Product Category (GPC) code, the net content and unit of measure, and the country of sale. With the help of Verified by GS1, brand owners, retailers and marketplaces can build rich consumer experiences that deliver trusted, brand-sourced product data, which drives confidence, satisfaction, loyalty—and ultimately, increased efficiency and growth for their businesses.

[www.gs1.org/verified-by-gs1](http://www.gs1.org/verified-by-gs1)

## About the GS1 Global Data Model

The GS1 Global Data Model addresses the challenge of managing different data formats for different buyers, sellers, markets and channels by simplifying and harmonising product data that is exchanged globally and locally. It does this by identifying and defining—in a globally consistent way—the set of foundational attributes needed to list, order, move, store and sell a product, digitally or physically. The results? Brand owners and retailers see increased operational efficiency, and consumers get more transparency and a better, more seamless shopping experience.

[www.gs1.org/globaldatamodel](http://www.gs1.org/globaldatamodel)



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**-Ethem Kamanlı, Supply Chain Solutions Director, Migros Ticaret A.Ş.**



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