GS1 US Data Hub® | Product
Brand Owner’s Guide to Managing Enhanced Content
User Guide

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Frequently Asked Questions by Brand Owners

What is Enhanced Content?

Enhanced Content is a way for a brand owner to manage complete and accurate digital listings about product content.

Certified Content Providers (CCPs) work with brand owners to validate their product data in GS1 US Data Hub®, an online tool used by member companies to create and manage barcodes and product data and share information with trading partners. Additionally, CCPs correct misinformation about the product and augment it with a minimum required set of attributes, including label description, net content, global product classification and a high-quality image. Through this process, the exchange of content between trading partners is simplified and quality of consumer-facing data is enhanced.

GS1 US Data Hub® uses 256 SSL encryption to secure the passing of information between a brand owner and chosen CCP.

What is a GS1 US Certified Content Provider (CCP)?

Under the Certified Content Provider program, a Solution Provider can help businesses ensure product data is correct and e-marketplace ready. Due to the demands of business owners, particularly medium business owners, managing a product’s visibility can be an ongoing challenge. GS1 US CCPs can help brand owners in areas such as:

- Retailer Readiness (what big retailers are looking for)
- Building Product Content and Images (space to house/share product info)
- Affordable Digital Marketing Services (package design and photography)
- Gaining Exposure (network of connections for buyer/retailer intros)
- Understanding Compliancy/Packaging Laws (navigating the complex web of regulations)

GS1 US does not warrant or guarantee any of the services identified here, nor does it assume any legal liability or responsibility with respect to them.

What are the benefits for me, the brand owner, in working with a CCP?

As a small to medium business owner, meeting retailer requirements particularly for e-marketplaces can be daunting. You want to be sure that your product information follows GS1 US Standards, meets your retailer requirements and gets your products noticed in the marketplace. Your trading partners, who are Data Hub subscribers, may be more confident in your data when they see the visual certified content indicator on your product information.

A CCP can help ensure your data is accurate and correct according to the GS1 System of Standards as well as provide value added services, such as product photography, digital asset management, package measurements, and more.
How much does GS1 US charge for a Brand Owner to add enhanced content?

There is no additional cost for a Brand Owner to use the enhanced content attributes in product records listed in GS1 US Data Hub.

How do I sign up to have my content enhanced?

Find more information on the CCP program and a list of participating Solution Providers by visiting https://www.gs1us.org/tools/solution-provider-finder/solution-provider-finder/ccp. After you have selected a Certified Content Provider and worked with them to establish a partnership agreement (outside of GS1 US), you will be able to select that CCP from the Administration screen in your GS1 US Data Hub account. You can assign one or more PreMarket or In Use products to a CCP from the GS1 US Data Hub Product>Manage data table.

For more information, please review this Brand Owner’s Guide to Managing Enhanced Content.

Questions? Contact GS1 US Member Support

If you are having challenges with accessing MYGS1US, logging into or navigating GS1 US Data Hub, or understanding Data Hub fields, please call Member Support at 937.435.3870.
Managing Enhanced Content for Product Records

Getting Started: Setting Up Preferences

GS1 US Data Hub is designed to support Brand Owners who choose to work with Solution Providers under the Certified Content Provider program. To get started, follow these few initial set up steps to turn on messaging, select one or more Solution Providers and set up user preferences to receive email, in-tool messages and notifications.

Turning on Messaging (Administrator role)

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>On the home page of GS1 US Data Hub, click on <strong>Administration</strong> and navigate to <strong>General Settings</strong> to manage your company settings. Click <strong>Manage</strong>.</td>
</tr>
<tr>
<td>2.</td>
<td>Click the box next to <strong>Allow Messaging</strong>. Click <strong>Save</strong>.</td>
</tr>
</tbody>
</table>
Setting Email Preferences in User Profile (User Role)

The User Profile defines how a user wishes to receive emails, notifications and messages when using GS1 US Data Hub. Individual users will need to set their email preferences.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>On the home page of GS1 US Data Hub, your user profile is located by clicking on the down arrow next to the user name (in most cases, this is your name) located at the top right side of the screen. Click the down arrow ( \checkmark ) next to the username to reveal a submenu. Click <strong>User Profile</strong>.</td>
</tr>
</tbody>
</table>

![User Profile screen](image)

| 2.   | The **User Profile** screen will load. Use the scroll bar on the right side of the window to scroll down to view **Email Preferences**. Check the **CCP Notice** box to receive notifications and click the **OK** button to save. |

![Email Preferences](image)

| 3.   | A green confirmation dialog box, **Profile Update**, dialog box appears in the top right corner to confirm your selection. |

![Profile Update](image)
Receiving Notifications

GS1 US Data Hub will detect CCP activity, proactively post a notification to your message center and display pending activity on the screen.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The bell icon displayed at the top right under the user name is always present and is an indicator for pending notifications. When a numeric value is present overlaying the bell, notifications are pending in the Message Center. In this example, 46 notifications are pending action.</td>
</tr>
</tbody>
</table>

   ![Notification Icon](image)

   **NOTE:** Hovering over the bell displays a reminder that the icon represents: Read Notifications.

| 2.   | **Click** on the bell icon “Read Notification” to quickly link to the Message Center and open the Notifications tab, with one or more CCP Notices, depending on activity. |

   ![Message Center](image)

   In the Message Center, the Notifications tab will display one or more CCP Notices for Products Pending Approval.

| 3.   | **Click** on the Products Pending Approvals hyperlink to be redirected to the Pending Approvals data table under Product>Manage Enhanced Content > Assign/Review Enhanced Content. See section “Reviewing and Approving Product Record Content or Image Files” for more information on this process. |

   ![Assign/Review Enhanced Content](image)
Selecting or Unassigning a GS1 US Solution Provider in the Certified Content Provider Program

To select or unassign one or more Solution Providers follow these steps after logging into GS1 US Data Hub.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Navigate to <strong>Administration</strong> and click on <strong>Solution Provider Settings</strong></td>
</tr>
<tr>
<td></td>
<td><img src="image1.png" alt="Image of GS1 US Data Hub with highlighted Solution Provider Settings" /></td>
</tr>
<tr>
<td>2.</td>
<td>Click <strong>Manage</strong> to display a list of available solution providers who participate in the Certified Content Provider Program. In this example, Med Dev R Us is a test company used for illustrative purposes.</td>
</tr>
<tr>
<td></td>
<td><img src="image2.png" alt="Image of Select Solution Providers" /></td>
</tr>
</tbody>
</table>

To **select or assign** a CCP, go to step 3.
To **unassign a CCP**, go to step 5.
3. **To select or assign** a CCP, click the box to the left of the company name. Click **Save**.

The **Solution Provider Settings** dialog box opens to confirm your selection and to allow you to enter your email address so that the Solution Provider can contact you. You may elect not to provide your email address by checking the box. An error will display until you act. As a **best practice**, we recommend providing an email address so that the Solution Provider can ask clarifying questions.

Click **OK**.

4. **GS1 US Data Hub** will initiate and send to the Solution Provider a CCP Selection notification and email informing that they have been selected by your company. This notification will contain the email address provided or the note “email not provided”.

5. **To unassign a CCP**, click the checked box to the left of the company name. Click **Save**. A **best practice** is to contact the Solution Provider of your action to unassign them. The **Solution Provider Settings** dialog box opens. Click **OK**.
Selecting Product Records to Assign to a Solution Provider (CCP)

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Navigate to <strong>Product &gt; Manage</strong> to display the data tables. Select the <strong>PreMarket</strong> or <strong>In Use</strong> tab. Click the <strong>Assign/Review Enhanced Content</strong> link to display a new set of tables that only the Brand Owner can access.</td>
</tr>
</tbody>
</table>

![Manage Products Screen](image)

2. The **Select Products** table displays all **PreMarket** and **In Use** products that are available to be assigned to a Solution Provider. The second column within the table provides a visual indicator for records that have already been enhanced.

The visual indicators are intended to easily identify which product records have been enhanced under the CCP Program from records that have not been enhanced.

These are the icons that may be displayed under the Enhanced column to indicate CCP supplied content and/or images have been reviewed and approved by the Brand Owner:

- [ ] content approved and enhanced
- [ ] image approved and enhanced
- [ ] content and image approved and enhanced
3a. **For a single product assignment:** Choose the product record you want the Solution Provider to enhance by clicking anywhere on that product’s detail line excluding the description field. Skip to Step 4.

In this example, we selected *Eric’s Dark Chocolate Cookies Too* identified below by the blue highlighted bar.

3b. **For multiple product assignments:** Choose the products you want the Solution Provider to enhance by clicking anywhere on each product’s detail line excluding the description fields.

In this example, we selected two test records denoted by the blue highlighted bars. Select one row then select another by pressing CTRL and right click on your mouse.
4. Click the **Assign Solution Provider** button.

![Assign Solution Provider button](image)

5. The **Assign Solution Provider** dialog box opens. From the dropdown menu choose the **Solution Provider** you wish to assign the designated product(s). In this example, we are selecting the test company, Medical Devices R Us.

Click **OK** to confirm your selection.

![Assign Solution Provider dialog box](image)

**NOTE:** Only Solution Provider(s) that are preselected in the Administration screen will appear in the drop down. If you do not see a Solution Provider listed, contact your Administrator to check the Solution Provider Settings. If you have an Administrator role in GS1 US Data Hub, you may do the same.

To add a CCP, refer to “Selecting a GS1 US Solution Provider in the Certified Content Program”.

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6. A green confirmation dialog box, **Products Assigned**, briefly appears in the top right corner.

![Products Assigned Dialog Box](image)

7. GS1 US Data Hub initiates and sends a **Products Assigned** notification and email to the Solution Provider providing information that products have been assigned to them along with critical information that will enable them to access the product detail records using a Web Services (API) subscription.

Below is a sample of the CCP Notice sent to the Solution Provider:

```
Products Assigned

Company: GS1 US Enterprises 1
Type: CCP Notice

Return to Message Center  Delete

Message On: 2/1/19 8:43 AM

You have been assigned 1 product(s) by company GS1 US Enterprises 1. Please use EntityGLN: 0814141000009 to get the product details via the API. Please refer to developer portal or API documentation for instructions.
```
Monitoring Product Records Assigned to a CCP

A Brand Owner may monitor and track status on product records assigned to a CCP from the *Edits in Progress* reference table.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Navigate to <strong>Product&gt; Manage</strong> to display the data tables. Select the <strong>PreMarket</strong> or <strong>In Use</strong> tab. Click the <strong>Assign/Review Enhanced Content</strong> link to display a new set of tables that only the Brand Owner can access.</td>
</tr>
</tbody>
</table>

![Screenshot of GSI US Data Hub](image)

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Choose the <strong>Edits in Progress</strong> tab. This table provides a list of products that have been assigned to a CCP and are still being worked by the CCP.</td>
</tr>
</tbody>
</table>

![Screenshot of Assign/Review Enhanced Content](image)

**NOTE:** The detail record for each of these products will display an *Edits in Progress* banner on the individual detail screen. This will prevent changes to the record until the CCP completes the edit process or the Brand Owner unassigns the record from the CCP.
3. In this example, *Eric’s Dark Chocolate Cookies Too* has been assigned to the CCP: Brand Propeller on 1/05/2018.

The only action for the Brand Owner is to monitor the table to determine what work items are outstanding, contact the CCP for an update or to unassign the product(s) from the CCP.
**Unassigning Product(s) from the CCP**

A Brand Owner may unassign products from a CCP using GS1 US Data Hub, by following these steps:

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Navigate to <strong>Product&gt; Manage</strong> to display the data tables. Select the <strong>PreMarket</strong> or <strong>In Use</strong> tab. Click the <strong>Assign/Review Enhanced Content</strong> link to display a new set of tables that only the Brand Owner can access.</td>
</tr>
</tbody>
</table>

![Image of GS1 US Data Hub with highlighted features](image1.png)

| 2.   | Choose the **Edits In Progress** tab to view a list of products that have been assigned to Solution Providers. |

![Image of Assign/Review Enhanced Content](image2.png)
**Step**

3a. **To unassign a single product:** Choose the product you want to unassign from the Solution Provider by clicking anywhere on that product’s detail line excluding the description field. Click the button **Unassign Solution Provider.** Skip to Step 4.

In this example, we are unassigning the highlighted record from the Solution Provider.

3b. **To unassign multiple products:** Choose the products you want to unassign from a Solution Provider by clicking anywhere on each product’s detail line excluding the description field. Click the button **Unassign Solution Provider.**

In this example, we are unassigning two records from the Solution Provider.
<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>The <strong>Products to be Unassigned</strong> dialog box displays. Click <strong>Continue</strong> to confirm the removal of the product from your Solution Provider.</td>
</tr>
<tr>
<td></td>
<td><img src="image1.png" alt="Products to be Unassigned" /></td>
</tr>
<tr>
<td>5.</td>
<td>A green confirmation dialog box, <strong>Products Unassigned</strong>, opens in the top right corner confirming removal.</td>
</tr>
<tr>
<td></td>
<td><img src="image2.png" alt="Products Unassigned" /></td>
</tr>
<tr>
<td>6.</td>
<td>GS1 US Data Hub initiates and sends a <strong>Products Unassigned</strong> notification and email to the Solution Provider that product(s) has been removed from their work assignment and instructed to use the get unassigned list using the API. Below is an example of the notification.</td>
</tr>
<tr>
<td></td>
<td><img src="image3.png" alt="Products Unassigned" /></td>
</tr>
</tbody>
</table>
Review and Approve Product or Image Content

When the Solution Provider has updated the product record or image file, GS1 US Data Hub will initiate notifications to the Brand Owner that records are pending approval.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Navigate to <strong>Product &gt; Manage</strong> to display the data tables. Select either <strong>PreMarket</strong> or <strong>In Use</strong> tab. Click the <strong>Assign/Review Enhanced Content</strong> link to display a new set of tables that only the Brand Owner can access.</td>
</tr>
</tbody>
</table>

![Image 1](image1.png)

| 2.   | Choose the **Pending Approvals** tab to view a list of products that have been returned by the Solution Provider for your review and approval. |

![Image 2](image2.png)
## Approving Content/Images One Record at a Time

A Brand Owner may elect to approve individual product records or image files from the Pending Approvals data table.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
</table>
| 1.   | To review the content, click **Content**. If an image is enhanced, click **Image**.  
   In this example, a Tozzi Toyz PreMarket product record has been enhanced and is pending approval for the Solution Provider, Medical Devices R US on 1/9/2018. |
| 2.   | The **Review Solution Provider Product Changes** dialog box opens with the Old Value and New Value provided by the Solution Provider. |
3. **Click Approve** if all the new value information is correct.

If any information in the New Value column is incorrect, inaccurate, not well written, invalid, the Brand Owner must reject the content in its entirety and provide a reason for the rejection. For more information on rejecting content, refer to the section, “Reviewing and Rejecting Product Content”.

4. The green **Approval Status** dialog box opens in the top right corner of the screen confirming your approval.

5. GS1 US Data Hub will initiate and send the **Content Approved** notification and email to the Solution Provider informing them that product(s) have been approved and to use the API to get the list. An example of the notification is below:

**NOTE:** The Solution Provider takes no further action and GS1 US Data Hub disables the CCP’s ability to get the product detail record using the API. Only InUse product content is then available to Trading Partners and/or Product View/Use subscribers.
Approving Content Records / Image Files in Bulk

A Brand Owner may elect to approve one or more product records or image files within the user interface without first reviewing the individual record detail a CCP added or amended.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>To select a single/multiple product(s) to approve at once, without reviewing the content or image, highlight the record(s) by clicking any field except the GTIN.</td>
</tr>
</tbody>
</table>

![Image of user interface showing how to select products to approve](image1.png)

2. Click **Approve Changes**.

![Image of user interface showing the Approve Changes button](image2.png)

3. The **Approve Enhanced Content** dialog box opens stating “You are approving enhanced content for N amount of item(s).” Click **OK**.

![Image of the Approve Enhanced Content dialog box](image3.png)
4. A green **Approval Status** dialog box opens in the top right corner confirming your approval.

![Approval Status](attachment:image.png)

5. GS1 US Data Hub will initiate and send the **Content Approved** notification and email to the Solution Provider informing them the products have been approved.

![Content Approved](attachment:image.png)

**NOTE:** The Solution Provider takes no further action and GS1 US Data Hub disables the CCP’s ability to get the product detail record using the API. InUse record content is then also available to Trading Partners and/or Product View/Use subscribers.
### Reviewing and Rejecting Product Content

Upon reviewing content supplied by the Solution Provider, a Brand Owner may choose to reject one or more fields or the image. The Brand Owner is required to add comments identifying the field(s) and reason for rejecting them. As a best practice, if a discussion is needed, consider adding your contact information, such as a phone number or email address.

<table>
<thead>
<tr>
<th>Step</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>To reject any field, click on the <strong>Reject</strong> button. A <strong>Reject Comments</strong> field displays at the bottom of the window.</strong>  &lt;br&gt;<strong>Add</strong> comments in the box to identify the field(s) that need modification. Also, provide a brief reason for your rejection to allow the Solution Provider to improve content and resubmit for your approval. Click <strong>Continue</strong>.</td>
</tr>
<tr>
<td>2.</td>
<td><strong>The green dialog box, <strong>Rejection Confirmed</strong>, opens in the top right corner confirming your action to continue.</strong></td>
</tr>
</tbody>
</table>

![Image of Reject Comments field and Rejection Confirmed dialog box](image-url)
<table>
<thead>
<tr>
<th>3.</th>
<th>GS1 US Data Hub will initiate and send a <strong>Content Rejected</strong> notification and email to the Solutions Provider. The notification will identify the GTIN and include the reasons you provided.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><img src="image" alt="Content Rejected" /></td>
</tr>
</tbody>
</table>
| | **Company:** GS1 US Enterprises 1  
**Type:** CCP Notice  
**Return to Massage Center**  
**Delete** |
| | Message On: 2/1/19 2:08 PM  
Company GS1 US Enterprises 1 has rejected content changes for this product 068600000001045.  
Comments: Label Description provided is incomplete and could be more descriptive. Please contact me at 888.123.4567 so that we can discuss how we can best represent this product. |
| | The record remains in Edits In Progress until the CCP re-submits all fields for approval. |
Identifying Enhanced Products

When product record(s) or image file(s) have been enhanced by a Solution Provider and approved by the Brand Owner, GS1 US Data Hub displays an indicator on a Select Products table, an indicator on the Additional Information screen of the individual record, and a “Y” value in an enhanced content field on downloaded product records.

1. **Select Products Table** (Brand Owner view only)

   Navigate to **Product> Manage** to display the data tables. Select the **PreMarket** or **In Use** tab. Click the **Assign/Review Enhanced Content** link to display the **Select Products** table that only the Brand Owner can access.

2. The **Select Products** table displays all PreMarket and In Use products that are available to be assigned to a Solution Provider. The second column within the table provides a visual indicator for records that have already been enhanced.

   The visual indicators are intended to easily identify which product records have been enhanced under the CCP Program from records that have not been enhanced.

   These are the icons that may be displayed under the Enhanced column to indicate CCP supplied content and/or images have been reviewed and approved by the Brand Owner:

   - content approved and enhanced
   - image approved and enhanced
   - content and image approved and enhanced
3. **PreMarket product record detail view** (Brand Owner only)

Navigate to the Additional Information tab of the PreMarket Record. Look for the visual indicator on the “Enhanced Product Information” banner. The Comments field will also state “Content was approved via CCP Process”
4. **In Use product record detail view** (Brand Owner view)

Navigate to the Additional Information tab of the **In Use** Record. Look for the visual indicator on the “Enhanced Product Information” banner. The Comments field will also state “Content was approved via CCP Process.”
5. **In Use product record detail view via the user interface** (Trading Partners or all Product View/Use Subscribers)

![Screenshot of In Use product record detail view](image)

6. **Additional Information:** Templates and Downloads will include the field attribute: CCP Enhanced, which is managed by GS1 US Data Hub. There are three possible values for this attribute:

- **Blank** – indicates the record was never selected
- **Y** – indicates the record is CCP enhanced and Brand Owner approved
- **N** – indicates the record was CCP enhanced and Brand Owner modified after approval

**NOTE:** Brand Owner would need to reassign the product record to the CCP to restore its enhanced/approved status.

---

**Updating Information after Approving Enhanced Content**

As a Brand Owner, you may modify or delete information on previously approved enhanced **PreMarket** or **In Use** product records. The certified content icon will be removed from the Enhanced Information banner. If you wish to regain certified status, please refer to the above sections on selecting a Solution Provider and assigning products.