

Hewlett Packard Enterprise



Objective

Efficiently expand safety recall service to new industries and countries

Approach

Leverage the scalability and agility of managed private cloud to deliver significant critical recall process improvements

IT Matters

- Scale private cloud-based recall service into new countries and industries
- Manage development and infrastructure costs as service grows
- Add powerful new features, such as automated store-level notifications

Business Matters

- Expand service without overtaxing resources
- Improve recall effectiveness in new markets
- Gain industry buy-in with high-performing technology from a leading vendor

HPE Helion enables global expansion of GS1's recall service

Enhancing safety with private cloud



GS1 Canada's cloud-based product recall service running in an HPE Helion Managed Virtual Private Cloud has been enormously successful in Canada's grocery sector, paving the way for the global standards body to expand into new sectors and countries while adding industry-specific features and security.

Private cloud fuels global expansion

GS1 launched its recall service in Canada's grocery industry in 2009, but it always had a broader vision. "We knew from the beginning that we needed an infrastructure that could scale beyond Canada," says GS1 Canada CEO Art Smith. GS1 selected HPE Helion Managed Virtual Private Cloud to support its long-term growth goals. In Hewlett Packard Enterprise, Smith saw "an organization that had global presence that could deliver a consumer safety solution with security and credibility."

HPE Software Services Cloud and Analytic Services Innovation Centre collaborated with GS1 for the design, development and delivery of an enterprise class, cloud services based, product recall service, that enables GS1 to address the business problem of product recall to their members worldwide. The Service is delivered by HPE Software Services to GS1, who white label the cloud service to their members. Since the program inception the strategic relationship with GS1, managed

Case study

GS1 Canada

Industry

Service Provider,
Retail

Customer at a glance

HPE Helion Cloud Solution

- HPE Helion Managed Virtual Private Cloud

Software

- HPE Recall Web Portal

HPE Services

- HPE Software Services
- HPE Cloud-Based Product Recall Service

“GS1 needed a complete solution set of services that could grow from a series of retailer pilots to mass market rollout. The HPE solution provided this in spades. Not only did we start the journey with a cost-effective solution, but it also allowed us to scale and add functionality as the user base grew and the service matured.”

– Art Smith, CEO, GS1 Canada

and fostered by HPE Software Services, has resulted in the successful deployment of product recall services to address Grocery, General Merchandise and Pharma Recall in Canada and Australia.

Building on success, looking to the future

GS1's global expansion plan is well underway. Both Australia and New Zealand have deployed the grocery recall service, and other regions are currently considering their own implementations. New sectors, such as food service, healthcare, and pharmaceuticals, are beginning to adopt the service as well.

In fact, a recent pilot of a version of the recall service in the pharmaceutical industry delivered astonishing improvements in key measurements of recall effectiveness. During the pilot, Smith says, they were able to reduce the time needed to create a recall by 83%, improve communication effectiveness by 90%, and slash communication time from manufacturer to distributor to pharmacy by 80%. Using the service also lowered the cost of recalling a product.

Smith notes the importance of being able to add incremental features and functionality while keeping infrastructure and development costs in check. For instance, GS1's initial grocery recall service only sent notifications to a company's head office. Today, it automatically notifies thousands of locations at the store level. These aren't just business benefits—they're consumer safety improvements on a global scale. Scaling in this way and adding these improvements would not have been possible without HPE Helion Managed Virtual Private Cloud.

Looking ahead, Smith says future expansion may also include moving to a hybrid cloud infrastructure and allowing members of the public to report supply chain issues to help address a growing demand for transparency and accessibility of product information.

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