

# Start of Online Applications

GS1 Japan began accepting online applications to register GS1 Company Prefixes on October 1, 2015. As a result, the number of new users has increased and the administrative work has become more efficient. Until that time, the only way to apply for a GS1

Company Prefix was by submitting a paper form for registration application. The previous procedure of applying for a GS1 Company Prefix was as follows:

1. Obtain (buy) a registration application form.
2. Pay the registration application fee by a bank transfer.

Fig. 1 Registration application form used in the past

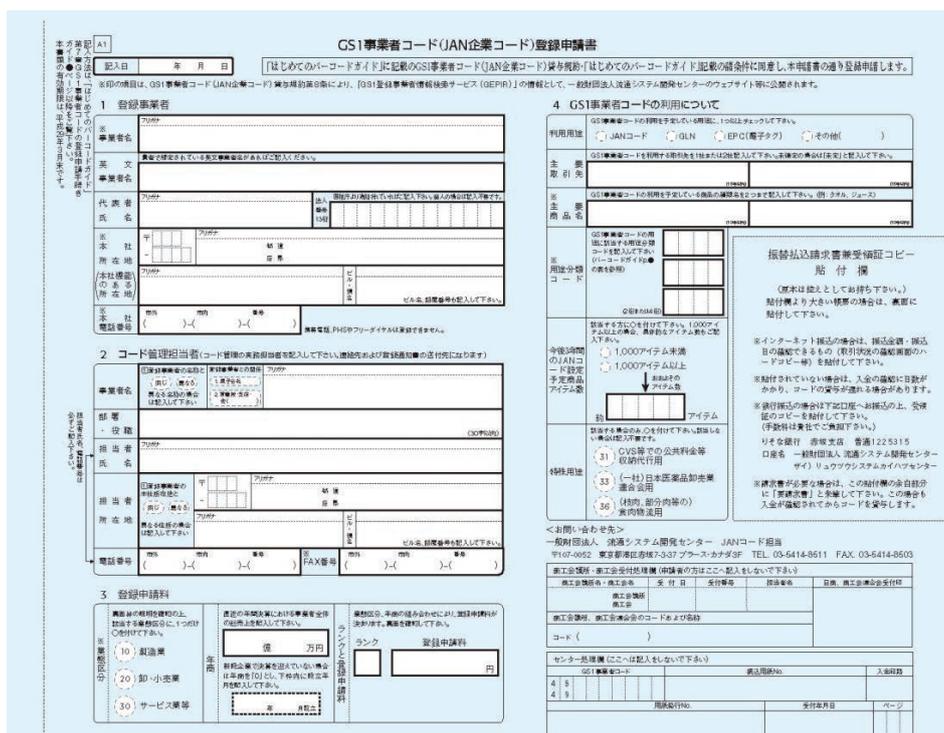
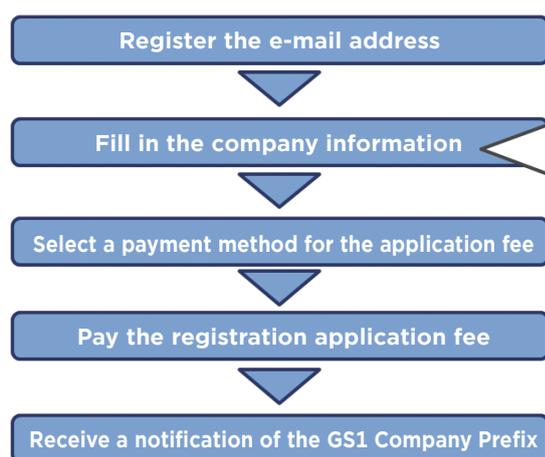


Fig. 2 Flow of the online application



3. Fill in and submit the registration application form. There were several problems with the previous application process for the GS1 Company Prefixes. First, the procedure was complex for the applicant. The registration application form was attached to the GS1 Company Prefix manual, and to obtain the form, the applicant needed to purchase the manual. The applicant also needed to pay for the manual, on top of paying for the registration application fee, which doubled the financial burden. There was also a burden on the receiving side (GS1 Japan). The information written on the application form needed to be converted into data and sent to the management system, but the information could not be properly converted into data if the handwriting was difficult to read or if any information was missing. Therefore, the content of the application forms needed to be checked, which required a considerable amount of work. Another problem was that exchanges of the registration application form and the registration notification letter were conducted through mail, requiring considerable time for the GS1 Company Prefix to be sent to the applicant.

The flow of the online applications is as follows:

The introduction of online applications has automated the systematic checking of almost all

possible items, which has successfully eliminated the need for employees to read handwritten information, resulting in a considerably reduced burden for the receiving side.

Also, the applicant no longer needs to obtain or mail in the registration application form, and it takes less time to be notified of the GS1 Company Prefix after applying.

This reduced burden and improved convenience for the applicants has helped to increase the number of registration applications. The year-on-year change in the number of registration applications was 105 percent before the introduction of the online applications; but after the online applications, the year-on-year change rose to 122 percent. The number of applications now exceeds 1,000 per month. In March 2016, the percentage of online applications, out of all applications for GS1 Company Prefixes, was about 80 percent.

Applications using the former registration application form will continue to be available for those applicants who have difficulties using a computer, and for those who need to register with a paper form for the convenience of their company procedures, but the percentage of online applications is expected to rise further in the future.

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