



# On-Demand Supply Chain Management

INTEGRATION | SYNCHRONIZATION | VISIBILITY | OUTSOURCING

---

# On-Demand Supply Chain Management

UNLOCK THE POTENTIAL OF YOUR EXTENDED ENTERPRISE



## GXS FAST FACTS

- Headquarters: Gaithersburg, MD USA
- Employees: 1500+
- Founded: 1965
- President and CEO: Gary G. Greenfield
- Enterprise customers: Over 50% of Fortune 500
- Small and medium business customers: Over 30,000
- Global presence with operations or distributors in 25 countries
- Data centers in the US, Netherlands and Hong Kong
- Focus on Automotive, Consumer Goods, High Technology and Retail
- Over two billion documents exchanged each year

“In our quest to find the highest level of EDI partners, we evaluated over 30 organizations against three strict criteria—the company, the architecture and the cost. GXS delivered in all areas...”

— ECR-RUSSIA

As B2B e-commerce becomes increasingly strategic, the complexity of integrating and collaborating with business partners grows exponentially.

Over the past decade, businesses have invested heavily in internally-focused business systems. Today, businesses are extending their enterprise investments by strategically sharing processes with partners to gain competitive advantage. Through the automation of an entire value chain, companies are streamlining cross-enterprise processes, such as price and promotions, global shipping and electronic payments, resulting in greater agility, responsiveness and profitability.

Although integrating diverse businesses is key to building a successful extended enterprise, the complexities can be daunting. The variety of communications protocols and standards continues to increase. Data structures and data transformation are becoming more sophisticated. Globalization is introducing new trading partners from regions around the world with different and varying degrees of experience and slower adoption rates of e-commerce processes.

To unlock the potential of B2B e-commerce and build a successful global extended enterprise, businesses need a partner with innovative and adaptive solutions, broad skills and capabilities, and global reach.

Enter GXS. As a leader in On-Demand Supply Chain Management, GXS has the capabilities, solutions and reach to effectively build and manage your extended enterprise and automate your entire supply chain.

Backed by over 30 years of experience, a superior global infrastructure, and a broad portfolio of innovative solutions, GXS helps organizations unlock the potential of their extended enterprise. Today’s solutions, including 100% trading partner integration, product information management and global data synchronization, demonstrate a continuing commitment to leadership.

With GXS, you can confidently select the solution that is right for you and rest assured that our goal matches your goal of No Trading Partner Left Behind.<sup>SM</sup>

GXS—your strategic partner for global B2B e-commerce.

# GXS Philosophy

GXS is a proven leader of On-Demand Supply Chain Management, offering solutions that simplify and enhance business process integration and collaboration. Organizations worldwide integrate with their trading partner communities using GXS Trading Grid<sup>SM</sup> suite of software and services and Community Link<sup>SM</sup> enablement services to achieve balance between supply and demand.

## No Trading Partner Left Behind<sup>SM</sup>

The success of your e-commerce program depends upon achieving maximum levels of participation from your trading partner community. GXS can enable companies to participate in e-commerce initiatives regardless of their size, location, language, budget or technical expertise. Our services are designed to leverage existing IT investments and minimize disruption to current business processes.

Our ability to service all sizes and types of businesses is a key success factor in achieving full community participation and why our goal is simply No Trading Partner Left Behind.

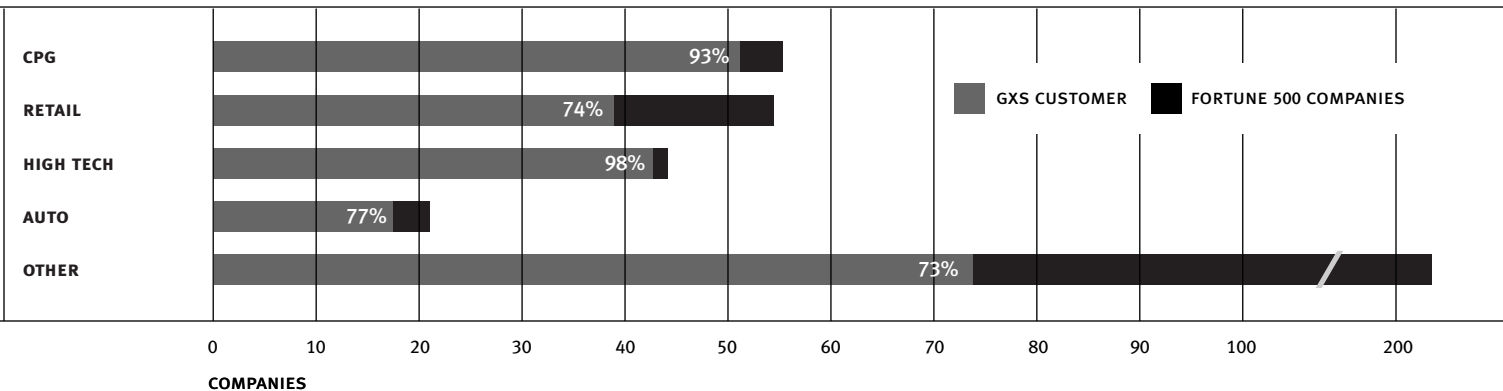
## Cross-Enterprise Business Processes

Fewer and fewer companies manage the entire manufacturing process from raw materials to finished product. Instead, the manufacturing process is distributed across the supply chain with different manufacturers owning the raw materials, component, assembly and finished product aspects of the process.

As a result, an increasing number of business processes are becoming cross-enterprise, including product design, development, manufacturing, and post-sales service and support. Even planning functions such as promotions, forecasting and marketing are becoming increasingly collaborative. GXS on-demand services streamline these cross-enterprise business processes by simplifying the ability to market, plan, order, manufacture, transport, settle and service across corporate boundaries. With on-demand services, you get maximum flexibility and economies of scale from a high-performance hosted solution.

## Deep Relationships in Key Industries

B2B for over 50% of the Fortune 500



“GXS has truly given us a platform to establish a solid, end-to-end data synchronization foundation to meet both our current, as well as our future critical business initiatives.”

— PFIZER CONSUMER HEALTHCARE





## On-Demand Solutions Generate Higher Returns

GXS enables you to choose the solution you need today to enable B2B e-commerce. The GXS on-demand business model offers high-performance hosted services. You get competitive advantage and scalability — without the capital investment in software and infrastructure.

With On-Demand Supply Chain Management, GXS provides a foundation on which communities can construct an end-to-end collaborative solution suited to their requirements. As a result, trading partners have a blueprint for comprehensive B2B e-commerce — **Transact, Monitor, Synchronize and Collaborate** — ensuring communities can adopt new capabilities when they are ready.

### Transact with Partners Anywhere, Anytime

GXS can deliver electronic documents from you to your trading partners—regardless of their size, location or level of e-commerce sophistication. Electronic transaction documents include purchase orders, invoices, payment instructions, shipment notices, sales forecasts, and inventory positions. Our global platform—GXS Trading Grid—ensures that these electronic documents are delivered securely and reliably anywhere throughout the world.

Trading Grid can shield you from the complexities associated with multiple and continuously updated e-commerce standards in use today. GXS supports a wide range of protocols ranging from legacy standards such as X.400 and EDI to Internet-based frameworks such as RosettaNet (RNIF), Internet EDI (AS2) and Web Services.

### Monitor End-to-End Business Processes

Once e-commerce transactions are automated, it is critical that you monitor and measure transactions with your supply chain partners.

Intelligence Services can detect critical supply signals such as shipment or manufacturing delays, and demand signals such as a sudden increase in sales or a shortage of in-store inventory. Track and trace capabilities enable you to determine whether an order has been acknowledged, shipped, received, invoiced or paid. Monitoring for critical events enables you to proactively respond. As a result, your business can avoid costly out-of-stocks and order delays.

### Synchronize Information

To realize the ROI from e-commerce initiatives, you need high quality data. Otherwise, you may simply be automating the transmission of errors. Trading Grid can ensure the contents of electronic documents are complete, accurate and up-to-date based on configurable business rules. Our data validation services can inspect order-specific data in real-time transactions for inconsistencies. Data synchronization services enable trading partners to exchange reference data about products, locations and customers. Synchronizing reference data significantly reduces errors.

“The GXS Trading Grid is designed to capture market share as the demand for improved trading partner community performance increases.... The rising demand for on-demand technologies and outsourcing should play in GXS's favor.”

— AMR RESEARCH

#### LEADERS IN DEVELOPING AND MANAGING EAN INTERNATIONAL (GS1) DATA POOLS

- Australia
- Canada
- Hong Kong
- Korea
- New Zealand
- Russia
- Taiwan
- United Kingdom
- Malta

## Collaborate and Share Processes

Ultimately, the most successful businesses collaborate electronically with their key trading partners to achieve the optimal continuous balance of supply and demand.

### EXAMPLES OF TRADING PARTNER COLLABORATION INCLUDE:

- **DEMAND PLANNING** — Developing joint forecast models to optimize merchandising, inventory, logistics and manufacturing processes.
- **PRODUCT DEVELOPMENT** — Jointly analyzing customer behavior and designing new products to go to market before the competition.
- **MARKETING AND SALES** — Jointly planning promotional activities to drive product sales in selected market segments.

## GXS Trading Grid: Real-Time Integration Services Platform

Beyond the fundamental B2B transaction capabilities of a value added network, Trading Grid also includes network-based intelligence services and a suite of hosted applications for monitoring, data synchronization and collaboration. With GXS Trading Grid, you get access to a complete, integrated and scalable B2B e-commerce solution. Trading Grid offers sophisticated on-demand applications that enable collaboration in marketing, demand planning, manufacturing and logistics.

The more elements of the Trading Grid you activate, the more sophisticated your system will become, and the more potential return on investment (ROI) it can generate.



## GXS Advantage Services<sup>SM</sup>: Comprehensive B2B Outsourcing

GXS Advantage Services provide a suite of community, professional and managed services that help customers maximize the benefits from On-Demand Supply Chain Management. GXS can help you define your business requirements, design a technical solution and demonstrate return on investment. GXS can meet your specific needs by integrating directly with your enterprise systems and customizing our services as necessary. Together with our distributors, we offer 24x7 technical support in 20 different languages via the web and telephone. Education, implementation, testing and ongoing technical support for your trading community ensures that your trading partners can actively communicate and share information with you. For a total B2B outsourcing solution, GXS can manage all or part of your B2B infrastructure and programs. We'll provide day-to-day operational support and program management of your B2B infrastructure. Whether complementary or comprehensive, GXS Advantage Services ensure your success.

## Leveraging Partnerships. Integrating Resources.

Strategic partners such as webMethods can leverage GXS capabilities through our PartnerGrid<sup>SM</sup> program. PartnerGrid enables solution providers to expand their business opportunities, increase their market exposure, gain access to an expanding global customer base, and benefit from joint strategic sales and co-marketing programs. In addition, Partner Grid brings together complementary strategic, technology and solutions partners whose products and services extend the value and reach of GXS solutions and enhance the abilities of GXS customers to solve new business problems.



## GXS STANDARDS PARTICIPATION AND STRATEGIC INDUSTRY MEMBERSHIPS

- Voluntary Interindustry Commerce Standards Association (VICS)
- EAN Australia
- EPCglobal (RFID)
- GS1 UK
- RosettaNet Solution Partner Program
- National Retail Federation (NRF)
- GS1 Platinum Sponsorship
- GS1 US Solution Partner Program
- EDIFRANCE Organisation for Information Communication Technology
- Automotive Aftermarket Industry Association (AAIA)
- Automotive Industry Action Group (AIAG)
- Australia Retailers Association
- Council for Logistics Management
- EDIFICE
- Grocery Manufacturing Association (GMA)
- Information Technology Association of America (ITAA)
- Odette
- Open Applications Group (OAGi)
- RosettaNet Australia Board
- RosettaNet Council Membership
- RosettaNet Global Membership
- Singapore Article Numbering Association (SANC)
- PCATS Board Member
- China ECNet
- IT Concourse Group

## GXS PARTNER GRID MEMBERS

- webMethods
- TradeBeam
- 7th Online
- Edisoft
- Verisign
- epcSolutions
- Hitachi Systems

# Increase Productivity. Improve Inventory. Reduce Costs.

“We selected GXS over competing vendors because of their wide-reaching global presence and deep supply chain expertise.”

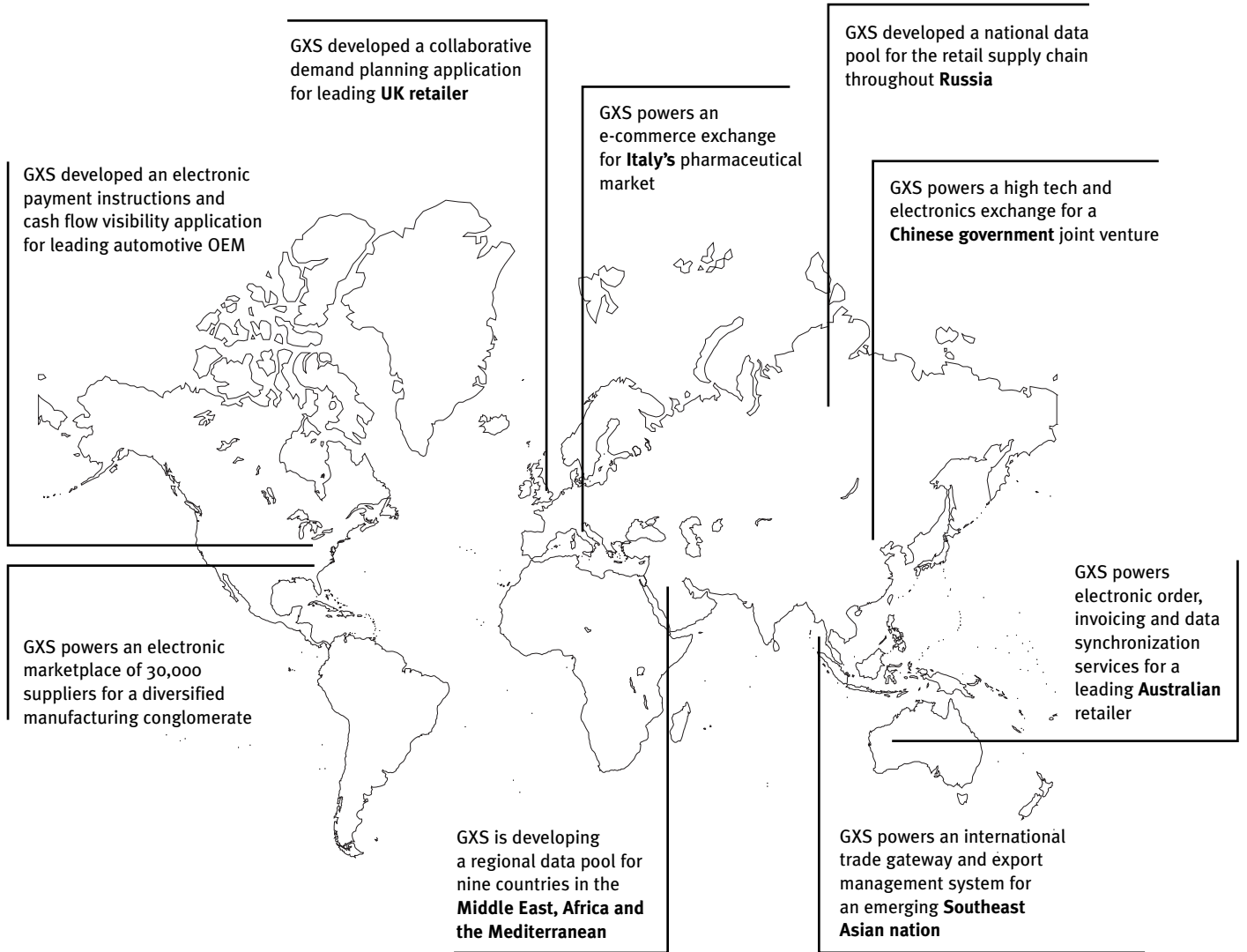
— BSTEEL (B2B AND E-BUSINESS SERVICES ARM OF CHINA’S LARGEST STEEL MANUFACTURER)

GXS works with you to identify the way your company does business. We then apply our experience to help you select the on-demand business solution offerings to precisely satisfy your key requirements.

- **Increase productivity** – GXS expertise is demonstrated throughout the full cycle of the supply chain by reducing purchase order costs and cycle times.
- **Improve inventory levels** – Inventory management solutions enable clients to reduce inventory levels, improve inventory turns and eliminate out-of-stock occurrences.
- **Reduce operational costs** – With distribution management, GXS can help move a company’s goods and documents faster and more reliably. This allows more efficient resource planning. Documents that used to take days to arrive now take only moments and contain more accurate data.

## Specific Challenges. Specific Solutions.

RETAIL AND CONSUMER PRODUCTS		
<p>Retailers can use Product Information Management (PIM) on the Trading Grid to manage item attribute data and synchronize catalogs with distributors. Price and trade promotions management improves the accuracy of invoicing processes. Retailers and manufacturers can analyze point-of-sale and inventory positions to jointly forecast demand.</p>	<p><b>INDUSTRIES:</b></p>	<p>General merchandise, apparel, DIY, grocery, health and beauty</p>
	<p><b>CLIENTS:</b></p>	<ul style="list-style-type: none"> <li>• Over 50% of Top 50 global retailers</li> <li>• 7 of the top 10 US retailers</li> <li>• 15,000 retail/CPG suppliers worldwide</li> </ul>
	<p><b>STANDARDS PARTICIPATION:</b></p>	<p>VICS, PCATS, GS1 (EAN.UCC), EPCglobal</p>
HIGH TECH MANUFACTURING		
<p>High tech original equipment manufacturers (OEMs) and component suppliers use Trading Grid to manage contract manufacturers around the globe. OEMs can exchange forecast, order and payment transactions with suppliers as well as facilitate international logistics processes.</p>	<p><b>INDUSTRIES:</b></p>	<p>Computer and systems, telecom and networking, distributors, equipment and electrical components</p>
	<p><b>CLIENTS:</b></p>	<ul style="list-style-type: none"> <li>• 9 of the top 10 computer OEMs</li> <li>• 9 of the top 10 semiconductor manufacturers</li> <li>• 8 of the top 10 high tech distributors</li> </ul>
	<p><b>STANDARDS PARTICIPATION:</b></p>	<p>EDIFICE, Electronics Supply Chain Association, EPCglobal, RosettaNet</p>
AUTOMOTIVE		
<p>Automotive OEMs and suppliers use Trading Grid to enable Tier 2 and 3 suppliers to automate order and payment functions. Trading Grid enables suppliers to send advanced ship notifications and to create barcode and RFID labels for enhanced receiving processes. OEMs and suppliers can leverage the Grid for lean manufacturing processes with pull-based replenishment models.</p>	<p><b>INDUSTRIES:</b></p>	<p>OEMs, Tier 1-N suppliers, aftermarket retail and suppliers</p>
	<p><b>CLIENTS:</b></p>	<ul style="list-style-type: none"> <li>• 95% of global automotive OEMs</li> <li>• 14,000 Tier 1, 2, and 3 suppliers in the US and Europe</li> </ul>
	<p><b>STANDARDS PARTICIPATION:</b></p>	<p>Automotive Industry Action Group (AIAG), Odette, Motor &amp; Equipment Manufacturers Association (MEMA)</p>



## Why Choose GXS?

With a strong footprint in the international commerce hubs throughout Europe, North America and the Asia Pacific region, GXS and the GXS Trading Grid are the world's only truly global B2B e-commerce provider and network.

We offer specific solutions for specific challenges and specific industries. But our products and services are not disconnected or unrelated point solutions. Instead, with GXS Trading Grid, we offer a comprehensive, scalable solution that enables you and your trading partners to select the right solution at the right time—confident that as your e-commerce requirements and experience evolve, GXS will continue to meet your needs.



- A leader B2B integration service provider
- Unparalleled global reach and capacity
- Trading Grid integration service platform
- Deep vertical and business process expertise
- A leader in global data synchronization and product information management
- Strong community ramping processes and expertise

**North America and Global Headquarters**

100 Edison Park Drive  
Gaithersburg, MD 20878  
USA  
Tel: + 1 800-560-4347  
Tel: + 1 301-340-4000  
Fax: + 1 301-340-5299

**Europe, Middle East and Africa**

1 Station Road  
Sunbury-on-Thames  
Middlesex TW16 6SU  
United Kingdom  
Tel: +44 (0) 1932 776047  
Tel: +44 (0) 1932 776216

**Asia Pacific**

25th Floor, Shell Tower  
Times Square  
Causeway Bay  
Hong Kong  
Tel: +852 2884-6088  
Fax: +852 2513-0650

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

**Additional Global eXchange Services Offices:****Americas**

- Canada
- Mexico

**Europe**

- Belgium
- France
- Germany
- Italy
- The Netherlands

**Asia**

- India
- Japan
- Mainland China
- Philippines
- Singapore
- South Korea

**Australia**

- Australia (Sydney and Melbourne)
- New Zealand



GXS (Global eXchange Services) is a leading worldwide provider of on-demand B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including over 50% of the Fortune 500, leverage the GXS Trading Grid<sup>SM</sup> to achieve balance between supply and demand. Active in the global standards arena, GXS offers solutions that enable customers both large and small, to connect with global partners, synchronize product information, optimize inventory levels and demand forecasts, and accelerate the execution of supply chains.

Headquartered in Gaithersburg, MD, GXS provides sales and support to businesses and their partners worldwide. For more information visit our Web site at [www.gxs.com](http://www.gxs.com).