



# IN THE NEWS

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## **GXS' Industry Marketing Leaders Recognized by CompTIA**

*GXS' Steve Keifer Wins Best Practices Award and Ryan Kraudel Joins EIDX Board of Directors*

**GAITHERSBURG, Md. — August 20, 2007** — GXS, a leading provider of business-to-business (B2B) e-commerce solutions, today announced that Steve Keifer, GXS' vice president of industry and product marketing, has been honored with the Best Practices Award from the Computing Technology Industry Association (CompTIA) in recognition for his contributions to the B2B e-commerce industry. According to CompTIA, Keifer is an evangelist for B2B e-commerce through his delivery of more than 100 educational sessions in 2006, promoting B2B strategies to leading corporations in the manufacturing, retail and financial services sectors, as well as to the media and analyst communities.

In addition, Ryan Kraudel, who leads GXS' high-tech industry strategy and marketing, has been named to the Board of Governors of the Electronics Industry Data Exchange Group (EIDX). EIDX, a section of CompTIA, is an organization that leads the development of industry best practices that enable high-tech enterprises and their business partners to successfully execute e-business initiatives. The Board of Governors provides leadership, direction and planning for EIDX section activities and works with the entire leadership team to effectively structure all initiatives and/or programs that the section may act upon.

“Working closely with CompTIA and EIDX to promote best practices in B2B e-commerce and devising strategies to ease B2B integration challenges for our customers have always been top priorities for GXS,” said Keifer. “CompTIA and EIDX have made immeasurable contributions to global business practices and we are pleased to have had a role in those initiatives. Going forward, we plan to collaborate on the development of educational tools and resources addressing B2B standards, e-commerce regulations and supply chain best practices.”

Specifically, Keifer was recognized for his promotion of several key strategies including:

- B2B e-commerce strategies for automotive and high-tech manufacturing companies entering the fast growing Chinese marketplace;
- Straight through processing of payables and receivables between financial institutions and their consumer products, automotive, high-tech and industrial manufacturing customers;
- B2B outsourcing as a best practice for achieving higher levels of integration with customers, distributors, suppliers and service providers in a manufacturer's value chain; and
- Integration of the physical and financial supply chain to optimize working capital for long distance sourcing relationships.

“Steve Keifer's ongoing contributions to the advancement of B2B e-commerce and his dedication to extending the benefits of B2B to companies throughout the world is important not only for CompTIA members, but for global business

as a whole,” said Dave Sommer, vice-president of e-business and software solutions at CompTIA. “We value Steve’s insights and his in-depth knowledge of how the benefits of B2B e-commerce can be applied in any vertical industry for countless purposes. Further, we are pleased to extend our relationship with GXS with the addition of Ryan Kraudel to the EIDX Board of Directors. We are confident his contributions and insights will be of significant value to EIDX and our members.”

Kraudel leads GXS’ go-to-market strategy for GXS in the high-tech industry. In this role, Kraudel is responsible for all strategy, messaging, positioning and external communications related to GXS’ solutions in this industry. In addition to EIDX, Kraudel is actively involved in several B2B e-commerce industry organizations and standards bodies, including EDIFICE (the European B2B Forum for the Electronics Industry) and the RosettaNet Champions Group. Kraudel has spoken on B2B trends and solutions at high tech industry events throughout the world.

### **About CompTIA**

In 2007, the Computing Technology Industry Association (CompTIA) is celebrating its 25<sup>th</sup> anniversary. Just as the IT industry it serves has grown, CompTIA has also enjoyed remarkable growth over the past 25 years. The organization was founded by representatives of five micro-computer dealerships working together to find better ways to do business. Today, CompTIA has more than 22,000 member companies in over 100 countries around the world; and serves as the voice of the world’s \$1 trillion-plus IT industry. CompTIA is committed to advancing the long-term success and growth of the IT industry by helping organizations maximize the benefits they receive from their investments in technology; and by helping individuals to obtain the skills and credentials they need for productive careers in IT. For more information, please visit: [www.comptia.org](http://www.comptia.org).

### **About EIDX**

EIDX, a section of CompTIA, is the leading organization in the definition and development of industry standard approaches to enable high-tech enterprises and their business partners to integrate across disparate e-Commerce and enterprise application integration technologies. EIDX brings competitors and business partners together in an industry-safe setting to make the technology industry’s supply chain more efficient and cost-effective. EIDX enables member companies to reduce their IT/business costs and speed revenue production by providing software tools, educational and informational resources, best practices, and other resources that address the issues faced in current and future supply chains. <http://eidx.comptia.org>

### **About GXS**

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration, synchronization and collaboration among trading partners. Organizations worldwide, including 75 percent of the Fortune 500, leverage the GXS Trading Grid<sup>®</sup> to extend supply networks, optimize product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. With an unmatched global presence, proven trading partner management and B2B outsourcing services, GXS’ on-demand solutions maximize the benefits of integration for businesses.

Based in Gaithersburg, Md., GXS’ extensive global network serves customers throughout the Americas, Europe and Asia Pacific regions. GXS can be found on the Web at [www.gxs.com](http://www.gxs.com).

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