



IN THE NEWS

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GXS to Highlight Importance of Logistics Visibility in High-Tech Supply Chains at EDIFICE 102nd Plenary

September 5 - 6, 2007 in Bonn, Germany

GXS will be presenting tomorrow at the 102nd EDIFICE plenary, addressing the importance of “*Global Logistics Visibility in High-Tech Manufacturing*”. Ryan Kraudel, who leads GXS’ high-tech industry strategy and marketing, will discuss the effects of a dilemma that is impacting high-tech companies’ ability to seize market opportunities and meet increasingly challenging customer needs. The presentation will describe how the globalization of supply and the localization of demand have combined to rapidly shrink manufacturing product lifecycles and windows of opportunity for product success, putting a premium on agile supply chains. It also will address how better visibility into logistics operations can enable companies to quickly and effectively react to constant changes in supply and demand.

“High-tech product lifecycles are shrinking as technology advances and customer expectations increase. Meanwhile, with so many high-tech companies outsourcing manufacturing to low-cost regions, the sources of supply are literally on the other side of the world from the sources of demand,” said Kraudel. “This has reduced supply chain responsiveness and transparency just when those capabilities are needed most. Market-leading companies in the high-tech industry are utilizing on-demand logistics visibility solutions to ease these challenges, resulting in improved customer service, satisfaction and loyalty.”

The details of GXS’ presentations are as follows:

- Who:** Ryan Kraudel, GXS global product and industry marketing manager
- What:** *Global Logistics Visibility in High-Tech Manufacturing*
- When:** Wednesday, September 6; 1:30 – 2:15 p.m. CET
- Where:** Deutsche Post World Net; Bonn, Germany

With 40 years’ experience, GXS delivers standards-based supply chain solutions and services that enable a company – regardless of its size, location or technical sophistication – to become ‘demand-driven’. Emerging markets, global sourcing and environmental regulations are driving significant changes in the high-tech sector. From conducting RosettaNet and OAGIS-based transactions to improving visibility of contract manufacturing operations or outsourcing B2B e-commerce programs, GXS enables customers to optimize their B2B networks and to maximize the performance of their supply chains.

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[®] 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.

About EDIFICE

EDIFICE represents the majority of the European electronics industry and is recognised as such by other organisations. It is a forum to be educated in B2B processes and technologies and also avail of the knowledge and experiences of other member companies. EDIFICE provides an opportunity to contribute to the direction and evolution of B2B Standards and processes that will benefit the industry.

Visit the EDIFICE home page at www.ediforce.org.

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