



# IN THE NEWS

100 Edison Park Drive, Gaithersburg, MD 20878, U.S.A. • +1-800-560-4347 t • +1-301-340-4000 t • [www.gxs.com](http://www.gxs.com)

## **GXS Vice President Named Pro to Know by *Supply & Demand Chain Executive* Magazine**

*Steve Keifer Recognized for Personally Helping Clients Build 21st Century Supply Chains*

**Gaithersburg, Md. — March 17, 2008** — 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 named to the eighth annual listing of *Supply & Demand Chain Executive's* Provider Pros to Know. As the executive's user manual for successful supply and demand chain transformation, *Supply & Demand Chain Executive* annually publishes a listing of Practitioner and Provider Pros to Know. The *Supply & Demand Chain Executive* Provider Pros to Know is a listing of individuals from a software firm or service provider, consultancy, or analyst or research firm who have a vision for the 21<sup>st</sup> century supply chain and who have personally helped clients apply technology or processes to modernize their supply chains.

In his role as vice president of product marketing, Keifer is responsible for marketing and positioning GXS' entire product line ranging from [electronic data interchange \(EDI\)](#) services to strategic, [software-as-a-service \(SaaS\)](#)-based supply chain visibility solutions. In addition, Keifer leads the strategy and marketing for GXS' vertical industry programs, including those for retail, consumer products, financial services, automotive, high-tech and manufacturing. Keifer discusses many of his strategies and ideas in his blog called [EDInomics](#), in which he addresses common B2B integration challenges in various vertical markets and spurs discussion on viable solutions.

"This year's Provider Pros to Know have shown themselves to be thought-leaders in their respective supply chain segments," said Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "Their efforts in developing the tools and processes necessary for supply chain transformation, and in promoting new approaches to supply chain enablement, are helping raise Supply Chain's status within the enterprise and have earned them a place on this year's Provider Pros listing."

Winners were chosen by a selection committee comprised of *Supply & Demand Chain Executive* Editorial and Advisory Board members who culled through scores of nominations to find the applicants that best fit the criteria. The full listing of the 2008 Pros to Know is available in the February/March 2008 issue of *Supply & Demand Chain Executive* and on the magazine's Web site at [www.SDCExec.com](http://www.SDCExec.com).

"B2B e-commerce is a key foundational element to any successful value chain. All of today's advanced supply chain strategies including vendor managed inventory, collaborative demand planning and supply chain finance depend upon tightly integrated electronic communications with trading partners," said Keifer. "We have recently entered an era in

which B2B e-commerce has become not just an instrument for cost takeout, but a growth enabler that can accelerate time to market, differentiate product offerings and enhance customer satisfaction. Being recognized by *Supply & Demand Chain Executive* as a Pro to Know is a reflection of GXS' ability to help customers achieve these goals."

### **About *Supply & Demand Chain Executive***

*Supply & Demand Chain Executive* is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web at [www.SDCExec.com](http://www.SDCExec.com).

### **About GXS**

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration among trading partners. Organizations worldwide, including 75 percent of the Fortune 500, leverage the on-demand services on GXS Trading Grid® to extend supply chain networks, optimize product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. GXS Managed Services, GXS' B2B outsourcing solution, empowers customers with the expertise, technical infrastructure and program support to conduct B2B e-commerce with trading partners globally.

Based in Gaithersburg, Md., GXS has an extensive global network and has local offices in the Americas, Europe and Asia-Pacific regions. GXS can be found on the Web at [www.gxs.com](http://www.gxs.com).

*All products and services mentioned are trademarks of their respective companies.*

### **Media Contact:**

Allison Tobin

GXS

+1 (301) 340-4988

[allison.tobin@gxs.com](mailto:allison.tobin@gxs.com)