



IN THE NEWS

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MEDIA ADVISORY: April 7, 2008

GXS to Host Webinar Featuring Lora Cecere: Investing in B2B to Increase Revenue

GXS will host a webinar entitled [*Want to Increase Revenue? Invest in B2B*](#) on April 9. Lora Cecere of AMR Research and Steve Keifer of GXS will be the webinar's featured speakers and will discuss the results of a recent AMR Research study. The research, published in February 2008, focuses on how optimizing and investing in B2B e-commerce initiatives can increase a company's revenue. Conclusions from the study included:

- 61 percent of consumer products companies increased revenue as a result of improved B2B initiatives;
- 67 percent of respondents experienced a reduction in costs;
- 62 percent reduced the cost to serve customers; and
- 59 percent improved cash-to-cash efficiency.

These conclusions and more will be addressed in greater detail and specific strategies and tools will be identified to achieve these end-points.

Details of the webinar are as follows:

- Who:** Lora Cecere, research director of Consumer Products at AMR Research and Steve Keifer, vice president of Global Product Marketing at GXS
- What:** Webinar: *Want to Increase Revenue? Invest in B2B*
- When:** April 9, 2008 11:30 a.m. ET
- Where:** http://www.gxs.com/forms/0804US_AMR_CPG_Webinar.htm
- Why:** Learn how investing in B2B e-commerce initiatives can increase a company's revenue.

GXS enables demand driven supply chains for retail and consumer products companies by integrating trading partners, synchronizing product information, monitoring supply chain events and facilitating collaborative planning. Retailers and suppliers in the grocery, do-it-yourself, department store, apparel, and consumer electronics sectors, rely on GXS' solutions to help build customer loyalty, reduce supply chain errors, enhance supplier relationships and streamline operations. GXS Trading Grid®, GXS' on-demand, integration services platform, enables retailers, manufacturers and suppliers around the world to increase B2B e-commerce functionality and improve the efficiency of their supply chains.

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.

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