

Build Brand Equity with a Demand Driven Value Chain

Solutions for Consumer Products Companies

Building equity in your brand. Managing the complexity of a global supply chain. Dealing with customers' changing business and technical requirements. How will your business meet the challenges of today's consumer products market?

No matter where your business markets its products, your value chain is global and you need to bring manufacturing, marketing, and logistics functions together to deliver superior customer service. How can you ensure your value chain exceeds the expectations of your customers? By working with a technology partner who understands that reducing stock-outs at the store shelf and lean inventories are a responsibility you share with your customers. One that knows higher margins, more profitable sales and higher revenues are built by improving demand planning and tighter execution between you and your customers.

GXS' consumer products solutions allow you to create the demand-driven value chain by managing transactions, synchronizing data, monitoring business processes and facilitating collaborative decision support. GXS specializes in solutions that:

- Connect and integrate large and small companies electronically with all their trading partners.
- Manage and synchronize product information to improve time-to-market, reduce cost and increase revenue.
- Provide a common platform and tools for companies to view, monitor and manage any type of data transaction, or share entire business processes anywhere in the world
- Provide industry processes and process management tools supporting collaborative demand planning in real time.

GXS currently supports thousands of companies, representing the global trading communities of leading consumer products companies such as Pfizer Consumer Healthcare, Thermos, Eastman Kodak and Liz Claiborne.

Value Chain Integration

Controlling costs and improving your ability to react to changing market dynamics is essential for today's competitive consumer products companies. This means tightly integrating with partners and customers of all sizes and technical capabilities to create your extended global value chain.



THE GXS DIFFERENCE

- **Global Reach**—GXS operates in 30 countries with over 1,600 employees.
- **Mission Critical**—More than 35 years experience managing the world's largest global trading networks, with 75 percent of the Fortune 500 as customers.
- **Standards Focus**—Industry-leading product information and data synchronization solutions with proven interoperability with GS1 Global Registry and iSYNC as well as third-party data pools.
- **Process Driven**—The GXS Logistics Network, a single source of cleansed logistics data from over 600 carriers and freight forwarders.
- **Innovative**—Patented, award-winning integration technology that serves many of the largest B2B communities in the world.
- **Customer Success**—Proven community implementation services bring trading networks online quickly.

The challenge with managing value chain integration is matching your technology with that of your partners. Many of your customers have required the use of EDI and value-added networks to integrate business transactions. However, as you look to more closely integrate with partners up and down your value chain, you need to supplement existing EDI systems with XML or Web services to directly link them to your business systems. With GXS integration solutions, you can achieve both objectives: use technology that best fits your business and address the unique needs of your value chain partners. GXS not only delivers the right technology solution, but also offers world-class community ramping teams that can accelerate your integration program.

Solutions for Large and Small Companies

Large or small, companies can access and use the combination of consumer products industry-focused processes, intuitive Web-based tools, protocol agnostic messaging, integration plug-ins, visibility and collaboration software to go from “zero integration” to full machine-to-machine integration with any of their trading partners.

Fast, Flexible Deployment Options

Supply chain integration solutions can be accessed via the Web in a fully outsourced, subscription-based model or it can be owned and managed “in-house” as a combination of software and services. GXS supply chain integration capabilities include:

- On-boarding, testing and training
- Secure, reliable and protocol-agnostic message generation and delivery
- Communications and translation horsepower to efficiently manage all major communications protocols (from BiSync to Http/s to AS2), standards and message formats (from ANSI X12 to EDIFACT to ebXML or user defined formats)
- Interconnectivity to private and public networks
- Integration plug-ins to large and small enterprise solutions (from SAP to Quickbooks)
- Intelligent web forms
- Performance management and reporting
- End-to-end, global, 24x7 support

Product Information Management and Data Synchronization

To address the critical need for accurate and timely product information, GXS has developed the most comprehensive suite product information and data synchronization solutions in the consumer products industry. Combining software for managing and integrating product information, global capability for automating data synchronization with your entire trading community, and Six Sigma-based implementation and consulting services, GXS offers the unparalleled capability to successfully improve data quality throughout your value chain.

Standards are an essential element to improving data quality and implementing a data synchronization project. Through our GS1 Certified solutions, leadership in the Global Data Synchronization Network (GDSN) task group, and experience implementing data synchronization solutions in the US, Canada, Australia, Korea, United Kingdom, Russia and Taiwan, GXS is the unmatched leader in implementing standards-based product information management systems.

BENEFITS

- Single point of accountability reduces IT complexity and management costs
- Ubiquitous access ensures 100 percent trading partner participation—lowering costs and reducing administrative effort
- Real-time data exchange reduces information latency empowering better responsiveness to dynamic business environments
- Automated self-testing lowers IT costs and speeds business process adoption
- Managed services provides maximum flexibility to meet your unique organizational and budgetary requirements

The next step for complete product information management is to build upon your data synchronization solution by getting ready for Radio Frequency Identification (RFID). With so much focus on the introduction of RFID into supply chain practices, consumer products companies and their partners must prepare for widespread adoption of this evolutionary technology. In order to take full advantage of the savings in materials handling as well as increased inventory visibility, it is critical that the quality and timeliness of product information be improved. GXS data synchronization and product information management solutions meet this need head-on and lay the foundation for integrating RFID and Electronic Product Code (EPC) into your supply chain processes.

Product Information Manager

This powerful software application allows consumer products companies to automate the aggregation and integration of product, price and promotion information from their back-office systems to multiple sales channels. With support for configurable data validations and process workflows, GXS Product Information Manager eliminates time-consuming rework and reduces the time required to manage and synchronize product, item and price information with customers.

Global Product Catalogue

The world's leading data pool solution simplifies the aggregation and synchronization of product, price and promotion information. With flexible options for integration including an intuitive Web interface, EDI, XML and simple file upload, Global Product Catalogue leverages EAN.UCC standards to deliver accurate and timely information for your business.

Supply Chain Execution

Order Lifecycle Visibility

Order Lifecycle Visibility is a collaborative solution that enables your supply chain community to view, monitor and manage your order, shipping and invoice processes. With this service, you and your trading partners have Web access to a central information hub and tools that provide process visibility, event management and alerts. By removing paper-based interactions and sharing more data with suppliers, you create measurable improvements in reduced cycle times, improved inventory management and reduced costs.

Users of Order Lifecycle Visibility can view the content and status of production plans, purchase orders, ship notices, receipts, invoices and payments—all without picking up the phone. The benefit for users in the procurement/supply chain organization is the ability to have an aggregate view of the status of documents and business processes across the supplier community, regardless of the type of communication method used by the supplier (EDI, XML or Web), the back-office system(s) that hold the data (ERP, MRP or legacy) or the type of goods or services provided (direct or indirect).

Whether you manufacture domestically or internationally, your procurement managers, production managers, planners, product managers and accounting personnel will be able to monitor the progress of orders, shipments and invoices. These business managers will be notified of potential problems with orders and be empowered to resolve issues prior to shipments and invoices creating delays in processing. In addition, they will be able to measure the performance of your trading community without additional IT investment.

BENEFITS

- Reduce product information management and maintenance time while lowering administrative costs.
- Reduce invoice discrepancies, saving time and money reconciling mismatched invoices.
- Improve time-to-market with streamlined and automated item, price and promotion management.
- Reduce stock-outs caused by poorly managed item and case configuration changes.
- Single provider reduces project risk and improves speed of adoption, reducing time to ROI.
- Create a solid foundation for future initiatives including Collaborative Planning, Forecasting, and Replenishment, Vendor Managed Inventory, Scan Based Trading and RFID.

BENEFITS

- Improved trading partner relationships through shared view and performance metrics of order-to-cash processes.
- Reduced SG&A expenses resulting from shared intelligence reporting and improved processes for invoice processing and accounts payable support.
- Improve supply chain performance through reduced information, common processes, event management and a shared view of product and process status of order fulfillment.

Order Lifecycle Visibility features:

- **Automated, online registration**—Enables the trading community to build and grow using a self-service registration module accessible via the Internet.
- **Exception-based order, shipment and settlement process visibility**—Allows buyers and suppliers to log in to a Web site to view aggregated supply chain data, exceptions and items that need immediate attention or follow-up.
- **Centralized data store**—Allows buyers and suppliers to search and view supply chain documents throughout the lifecycle of the order, from forecast to payment.
- **Configurable business rules and alerts**—Allows you to specify data requirements based on their specific business processes.

GXS Logistics Visibility™ and the GXS Logistics Network

Logistics Visibility from GXS provides you with a centralized source for all the logistics information you need about any given order or shipment. We consolidate information across all transportation service providers—and other trading partners such as factories and customs brokers—and extract information from other internal enterprise systems within your company.

Logistics Visibility tracks all of the essential information—from shipment bill of lading down to the order, item and case—of a specific shipment for all of your inventory in motion. As a result, you not only know the exact status, but also the exact contents of a shipment, down to part level detail, before it arrives at its destination. The user-configurable Visibility dashboard provides a summary of shipments, orders and items as well as their status (early, late or on-time) throughout the supply chain.

Logistics Visibility also provides special logistics functionality and value-added information including:

- **Dynamic ETA™**—Get a real-time calculation of estimated time of arrival by assessing the impact of activities, events and dates over the life of each shipment and order.
- **Electronic proof of delivery**—Get automated, electronic verification and confirmation of delivery to help accelerate and lower the cost of customer payment activities.
- **Consolidator visibility**—See information on inventory at rest in key consolidation locations, including the presentation of orders, items, shipment tracking numbers, ship dates and status.
- **Transload use**—Get end-to-end visibility for multi-modal and consolidation by combining shipment records for each unique segment.
- **Item/SKU detail**—Captures items on order and shipment records and provides details such as item number, item code, contract, size, color, SKU, season and size.
- **Case/Carton tracking capture**—Get details on individual cases/cartons that are often tracked within a given shipment (e.g. case or carton ID, dimensions, item batch, lot and serial number).
- Integration with leading ERP, WMS, OMS and TMS systems including: SAP, Oracle, Manugistics, Manhattan Associates and i2.
- Logistics Visibility supports over 500 customizable business rules.

The GXS Logistics Network provides a single source for timely and accurate logistics information on order and shipment status, freight booking, invoices and more.

BENEFITS

- **Improved internal productivity**—Reduce the costs of transaction processing by removing paper from your supply chain communications and minimizing the use of costly, manual interactions.
- **Improved inventory management**—By automating interactions with suppliers, you can improve fulfillment rates and accuracy through advanced notification and automated supplier acceptance of order schedules or forecasts. This enables you to reduce the use of “buffer” inventory.
- **Lower transportation costs**—Greater visibility and order collaboration reduce your reliance on expedited transportation.
- **Optimized “goods received” processing**—Your processing of goods received improves as suppliers provide electronic advanced shipping information.
- **Enhanced supplier payment process**—The improved payment process can increase the leverage of your existing trade discounts or terms.

COMMUNITY ENABLEMENT

With dedicated program managers located throughout the world, GXS Community LinkSM uses the right combination of high-tech tools and experienced program managers to launch, expand and manage your e-commerce community.

Collaborative Planning

A demand-driven value chain starts with collaborative planning. Leveraging the insights of both buyer and supplier to create an informed forecast of future business leads to better assortments, promotions and inventory position. With competition everywhere and new products entering the market faster than ever, planning cycles are compressing and buyers are challenged to make more critical decisions rapidly to meet consumer demand and build brand equity. In this dynamic environment, automating the planning process and integrating customers into the decision-making cycle is necessary for the success of consumer products companies.

While sales executives work with their buyers everyday to plan the business, this process is very manual and often too lengthy. In order to collapse the planning cycle and improve overall communication regarding the plan, suppliers and buyers need to leverage a shared environment. They can review plans together, track changes and view a common finalized plan. By shortening and improving the accuracy of the plan, suppliers will be able to increase sales by getting order commitment earlier and be assured that production is aligned with demand.

GXS collaboration solutions deliver the necessary information and application functionality to support your collaborative planning needs. Through our partnership with 7thOnline, we deliver the necessary tools to automate the assortment planning process from financial plan to distributed order. Features of the Collaborative Planning solution include:

- Collaborative Merchandising and Assortment Planning match door-level and SKU-level retail plans to real-time production and sales reconciliation.
- Visual Merchandising enables sales executives and buyers to use detailed product information and visuals along with comprehensive line list information to gain better understanding of how the assortment meets consumer needs.
- Automated Order Placement ensures that what has been agreed upon in the plan is integrated into each companies order management system seamlessly.

About GXS

GXS is a leading provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including 75 percent of the Fortune 500, leverage GXS' GS1 certified global interoperability and supply chain execution solutions. Active in the global standards arena, GXS offers solutions, powered by the Trading GridSM, that enable customers both large and small, to connect with global partners, synchronize product information and optimize the execution of supply chains.

Headquartered in Gaithersburg, MD., GXS provides sales and support to businesses and their partners worldwide. For more information about GXS visit www.gxs.com.



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BENEFITS

- Reduce post-market purchase order re-work by matching production plans to assortment plans.
- Increase sales and profitability by identifying opportunities at the category, SKU and door level through collaborative analysis.
- Aggregate plans in real time to streamline the executive review and authorization process.

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