


## CROSSMARK and EDS team up to create a blueprint for UCCnet success.

CROSSMARK® and EDS have developed affordable and scalable solutions for UCCnet™ compliance. As the world's leading retailers continue to embrace UCCnet, manufacturers are seeing the need to conform. CROSSMARK and EDS are helping CPG companies make the leap by launching an end-to-end solution for UCCnet on-boarding.

*Imagine this:* You are building a house and you're the general contractor. You have four sets of blueprints to distribute to your subcontractors, but each set is slightly different because different companies helped you in the design. You hand the first set of prints to the framing contractor, who uses the metric system, not decimals. The second print goes to the roofing contractor who requires prints in Spanish. The electrical contractor, who uses the decimal system, and speaks fluent Spanish, gets the third set, but cannot start until the framing is complete. The fourth set is for drywall. This contractor, who is also dependent on the others, is having difficulties sourcing enough sheetrock to finish the job before you head to the closing table.

While this illustration may sound like an absurd process for erecting your dream home, it is a fitting metaphor for today's supply chain – instead of contractors, think trading partners. Think suppliers, manufacturers, brokers and retailers, and the process and pain become glaringly familiar.

Now, imagine the same scenario incorporating an accurate master blueprint, custom printed according to each contractor's needs. Imagine that the blueprint, along with construction activities, are visible to all contractors. Even the drywall manufacturer and their trucking agent are integrated into the process. A process that is now fast. Efficient. Synchronized. That's the power of the EDS Trade Optimization Hub.

Continuing with the house illustration, the elements needed to accomplish such a collaborative process begin with a single, accurate blueprint. This would be the UCCnet GLOBALregistry®  services and your GTINs (Global Trade Identification Numbers) – the new, standard, fourteen-digit code used to facilitate the global data synchronization of product and services. This common language is the foundation of collaborative commerce.

Next, we need a service to convert or translate the master blueprint into a unique format for each respective contractor. This would be the data pool – a repository for storing additional product attributes linked to the UCCnet GLOBALregistry services via the product's GTIN.

After determining what to do and when to do it, we're ready to begin construction. Up till now, the process has been construction prep work; tasks that catch errors, eliminate redundant procedures, and extract potential bottlenecks prior to construction. Now it's time to start building – to initiate transactions. That's where the EDS Trade Optimization Hub points to eXchangeBridge, a wholly owned subsidiary of CROSSMARK. Inside the hub, the eXchangeBridge system uses retailer-specific rules engines to generate, validate, and execute accurate purchase orders. After the goods have shipped, the system generates invoices, which are also linked to the UCCnet GLOBALregistry services via the fourteen-digit GTIN.

While this collaborative illustration links all concerned parties, it is possible to link only portions or select partners using a hosted stair-stepped approach. In other words, extracting value from collaborative commerce is not an all-or-none proposition. We could have linked two contractors first, then added the others when the time was right. This format lets companies gain immediate value from more streamlined workflows. Different areas of the company can be on-boarded according to their needs or to the needs of their retailers. (Cont'd)



# The Path To Collaborative Commerce

Benefits from collaborative commerce begin immediately and grow exponentially as each segment is integrated. The figure below illustrates the sequence of events needed for a unified value chain.

The path to collaborative commerce begins with an assessment of your existing operations, applications, systems, and business processes.

**Remediate** – reviews of existing back-end systems to determine the requirements needed for adapting the fourteen-digit GTIN versus the traditional twelve-digit UPC.

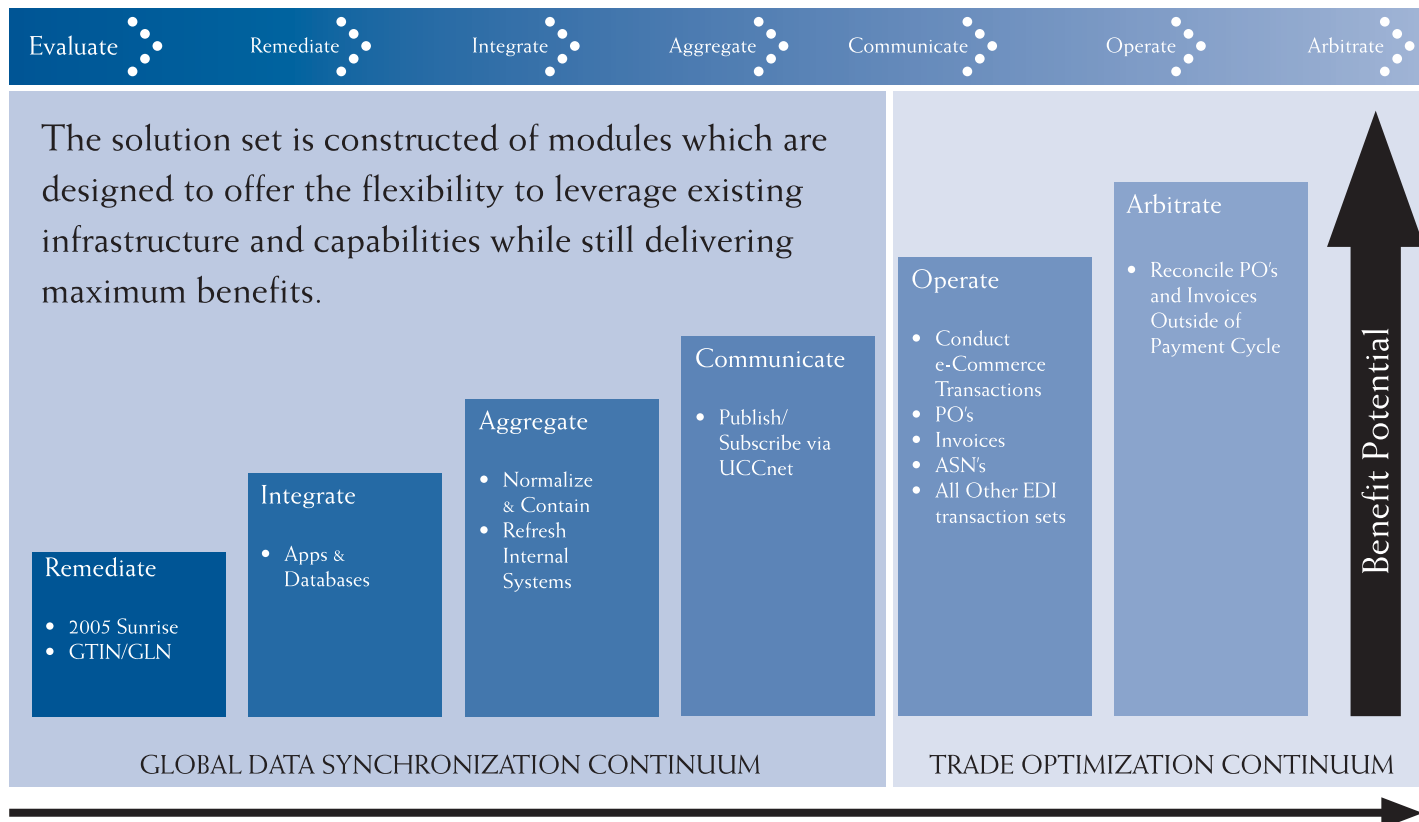
**Integrate** – actual programming of these behind-the-firewall applications to handle the GTIN. Internal applications may include receivables, procurement, sales, marketing, etc.

**Aggregate** – assembling accurate master file data in a common format like the UCCnet GLOBALregistry services. This includes data cleansing and normalization as product information is readied for publication to the appropriate data pools or product catalog. Data pool or catalog providers include the EDS Trade Optimization Hub, Transora, WWRE, or proprietary systems.

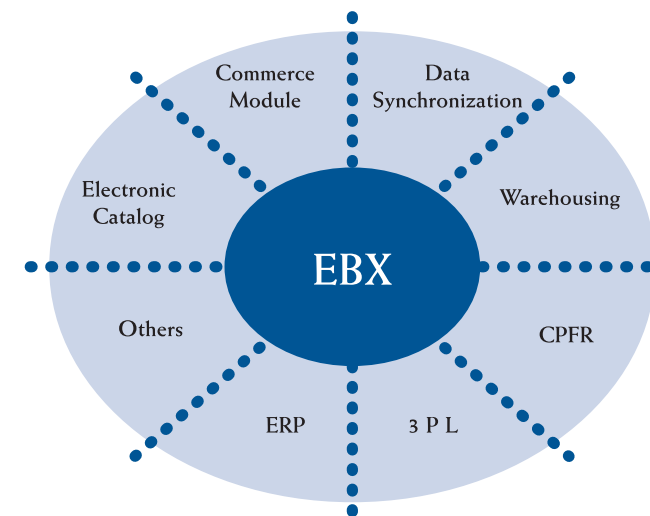
**Communicate** – the process of taking the cleansed product data and publishing it to the appropriate data pool and the registry. This enables subscribers to synchronize the product information related to the GTIN.

**Operate** – transactional activities including purchase order generation and invoicing.

**Arbitrate** – the reconciling and closing or finalization of transactions.



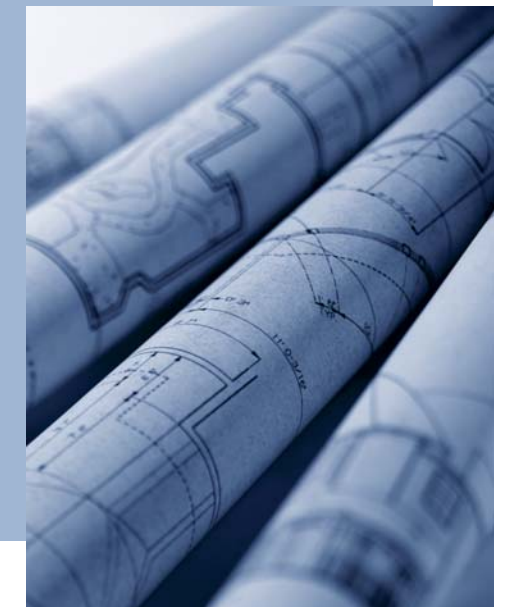
# The EDS Trade Optimization Hub



EDS Trade Optimization Hub offers an affordable solution to prepare and maintain your product data to the latest standards, to quickly on-board you to UCCnet, and to manage your business transactions between you and your trading partners. Members benefit from secure transactions that are "cleansed" to prevent purchase order and invoice errors, while reducing costly redundant processes. The EDS Hub will accelerate new product introductions, increase speed-to-shelf, minimize shipping errors and stock outs, drive down deductions, and maintain a competitive advantage using the latest technologies. All this without the infrastructure and capital investments typically required for supply chain integration.

## Benefits Summary

- 5% reduction in sales force time handling item data
- 2 weeks extra sales on new items
- 5%+ reduction in customer service time dealing with purchase orders
- .5-1% reduction in inventory
- 1%+ reduction in logistics costs
- 2-4% reduction in out-of-stocks
- 1000s of hours saved in warehouse and DSD deliveries
- 5-10% reduction in finance time to reconcile invoices
- Reduces deductions by correcting order discrepancies in advance
- Provides visibility for all concerned parties
- Includes audit trail and version control



To learn more about the EDS Trade Optimization Hub, please contact:

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Additional information and examples are available in the case study, *Action Plan To Accelerate Trading Partner Electronic Collaboration*, by ATKearney at [www.gmabrands.com](http://www.gmabrands.com).

