

## News Release

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## Datalliance President Carl Hall Presents at 2005 MEMA Information Services Council Fall Conference

- **Carl Hall, president of Datalliance, presents “VMI’s Impact on Supply Chain” with Ron Doxsee, Director of Information Services at Grote Industries**
- **MEMA Conference is the leading forum for e-commerce professionals from aftermarket manufacturers**

**Cincinnati, Ohio, December 2, 2005** – Carl Hall, president of Datalliance, participated with Ron Doxsee, Director of Information Services at Grote Industries in the 2005 MEMA Information Services Council Annual Fall Conference. The session titled “*VMI’s Impact on Supply Chain*” was conducted by Mr. Hall and Mr. Doxsee. Grote is a world leader in vehicle safety systems, providing a wide range of components for original equipment manufacturers and the vehicle aftermarket.

The joint presentation analyzed the benefits of Vendor Managed Inventory, specifically the value that Datalliance provides. “Datalliance specializes in VMI utilizing a Software as a Service model that will significantly minimize your ongoing costs,” noted Mr. Hall. “Along with bottom line cost reductions, VMI aids in establishing healthy business partnerships.” During the session Mr. Doxsee of Grote noted, “The biggest benefit of VMI is that it humanizes a technical aspect of doing business. This gives us an opportunity to build a better relationship with our customers.”

The MEMA Information Services Council Annual Fall Conference is the leading forum for IT/e-commerce professionals from aftermarket manufacturers. Participants are encouraged to collaborate on industry initiatives, explore current technology and industry trends, and create open dialogue about innovative ways e-commerce and information technology can impact the aftermarket supply chain.

### **About Carl Hall and Datalliance**

Carl has been working in the area of e-commerce and particularly Vendor Managed Inventory since the late 1980s. He has worked with more than 100 companies in multiple industry segments. Throughout his career, Carl has assisted companies such as Procter & Gamble, Rockwell Automation, and Goodyear Tire & Rubber with their implementations of VMI. He has spoken on Vendor Managed Inventory in a variety of forums including the Strategic Research Institute, the Institute for Quality and Productivity and the Council of Logistics Management.

Datalliance is a Software as a Service company with extensive experience designing, developing and executing mission critical supply chain systems for Fortune 500 companies. As a result of extensive industry and technology experience, Datalliance has developed a comprehensive VMI-based e-commerce service. Datalliance enables suppliers and their customers to establish effective VMI relationships quickly and easily as well as facilitating collaboration across the Internet. Datalliance customers include companies such as: Goodyear Tire and Rubber Company, ArvinMeritor and Chicago Rawhide. For more information about Datalliance and VMI, please visit:

<http://www.datalliance.com/>