

## News Release

For immediate release

10/05/2007

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# Haldex Selects Datalliance VMI Solution

- **VMI to help build stronger customer relationships through electronic collaboration and sharing of inventory and order information**
- **Haldex is a leading supplier of components to the commercial vehicle systems industry.**

**Cincinnati, Ohio, October 5, 2007**– Datalliance announced today that Haldex, a leading supplier to the commercial vehicle systems industry, has selected the Datalliance Vendor Managed Inventory (VMI) Solution. Haldex is a global company headquartered in Stockholm, Sweden. Besides the headquarters, production takes place in Brazil, China, Germany, Great Britain, Hungary, India, Mexico, and the USA. Haldex had previously been using a commercially available, non-hosted system. Software-as-a-Service (SaaS) was a key factor in the decision to switch to Datalliance.

“After our experience with an ‘off the shelf’ solution we concluded that we needed VMI experts to help us fully realize the benefits of VMI,” said Brian Long, Business Development Program Manager at Haldex. “We decided to go with Datalliance and 8 weeks later we were up and running. We really like the SaaS model because it allows us to focus on our core business while maintaining end-customer service for our products and close relationships with our key customers.”

Carl Hall, President of Datalliance, stated, “We are excited to have Haldex as a Datalliance customer. Their decision to switch to Datalliance is a testament to the effectiveness of SaaS model. We look forward to working with Haldex and strengthening their ties to their distributors.”

### **About Datalliance**

Datalliance is the world’s largest independent VMI service provider, processing over \$6 billion in orders, 6.8 million SKUs, and 5700 locations in 2006. Delivered as a managed service via the Internet using the ‘Software as a Service’ (SaaS) model, Datalliance VMI makes it easy for suppliers and their customers to establish effective VMI relationships that fully align business objectives, improve collaboration, and streamline supply chain operations. Datalliance serves leading Fortune 1000 companies such as Philips, Goodyear Tire and Rubber Company, and SKF. For more information about Datalliance and VMI, visit [www.datalliance.com](http://www.datalliance.com).