

## News Release

For immediate release

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Contact: Jennifer Warner, EDM

513-791-7272



## **Datalliance® Inaugural Customer Forum Attracts Leading Suppliers and Distributors to Discuss VMI**

- **Customers gather to share insights into their successful VMI and supply chain efforts**
- **Approximately 75% of Datalliance customers attend inaugural customer forum**

*Cincinnati, Ohio, September 2, 2005* – Enterprise Data Management (EDM) recently held its first Datalliance Customer Forum at the Cincinnati Marriott at Rivercenter. Approximately 75% of the Datalliance customer companies were represented at the two day forum. Datalliance is a complete electronic commerce service that combines comprehensive VMI (Vendor Managed Inventory) functionality and advanced system design to allow collaboration between suppliers and their distributors across the Internet.

The highlights of the program were two panel discussions, one conducted by suppliers and one by distributors. The supplier panel included Rockwell Automation, Bendix Corporation and Federal Mogul. The distributor panel was conducted by Fleetpride, Midwest Wheel, and McNaughton McKay. Both panels shared their insights on the keys to successful VMI implementations and some of the issues and challenges that they encountered along the way. Each panel session concluded with a Q & A discussion with the audience. “The multiple perspectives provided by the panel discussions and follow-up Q & A was very informative,” commented one attendee. “Every company here shares the same interest in VMI, so we all gain insight from talking with each other about how we are using VMI to improve our businesses.”

Carl Hall, president of EDM, stated, “We were very pleased with the strong turnout of customers for our first formal customer forum. We had about 75% of our customers represented and when we surveyed them at the end of the program, 100% said they received considerable value and encouraged us to hold a similar event next year. I compliment and thank all of our customers who participated in this event.”

In his opening comments, Hall provided several key metrics which demonstrate the growth of the Datalliance customer base and the continued industry acceptance of VMI in 2005. In the first six months of 2005 Datalliance has added seven new suppliers and current customers are managing 4.7 million skus and \$1.8 billion in sales with EDM’s Datalliance VMI service. This has resulted in an increase of 18% in the volume of business managed by Datalliance in the first half of 2005.

### **About EDM and Datalliance**

Enterprise Data Management is an Application Services Provider with extensive experience designing, developing and executing mission critical supply chain systems for Fortune 500 companies. As a result of our extensive industry and technology experience, EDM has developed Datalliance, 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: Rockwell Automation, Goodyear Tire and Rubber Company, ArvinMeritor and Chicago Rawhide. For more information about Datalliance and VMI, please visit: [www.datalliance.com](http://www.datalliance.com).