



For Immediate Release:

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COMPREHENSIVE B2B STANDARDS BENEFIT CALCULATOR RELEASED

(Chicago) – After an initial launch in Europe, Retail Systems AlertSM Advisory Service announces the release of a new process-based benefits calculator that demonstrates financial opportunities for trading partners based on the EAN.UCC system. The product will be demonstrated for the first time in the United States at Retail Systems 2003/VICS Collaborative Commerce, June 9-12, in Chicago, USA.

Developed as part of the Standards in Action program, the web-based calculator analyzes financial benefits for more than 50 basic supply chain and data synchronization processes. The Standards in Action Program promotes the adoption of the integrated systems of legacy and newly established EAN*UCC physical and electronic commerce standards and practices. The program consists of a process-based standards roadmap, a white paper on eCollaboration best practices, the newly launched benefits calculator and an international program of lectures at major conferences and trade shows.

This educational program, sponsored by Intel and SAP, encourages interoperability across the supply chain. It provides real-world examples of how the EAN.UCC System enables master data synchronization, uniform data and process definitions, neutral data guidelines, and improved relationships between trading partners.

The Standards in Action program is administered by Retail System Alert Advisory Service, a global research company dedicated to end-user systems analysis. Retail System Alert Advisory Service, founded by well known retail systems expert Tom Friedman, publishes Retail Systems Alertsm, Supply Chain Alert and Top of the Nettm. The service is part of MoonWatch Media, an international research and conference company with offices in United States, United Kingdom and Japan.

The benefits calculator was developed by Nathan Research Inc., a Dallas-based strategy consulting firm. Nathan Research is led by Ram Viswanathan, an industry veteran who has spent the last 15 years in defining, developing, implementing and evangelizing leading edge technologies and business processes in the retail and consumer products goods industry. He has had several engagements and helped develop the supply chain and electronic commerce practices for Ernst & Young. He also led the effort to define and bring supply chain and collaboration software products to market for the retail sector for a major supply chain software firm. He has been actively involved in several industry initiatives.

Note:

The Standards in Action in Action Benefits Calculator version 1.0 can be reviewed at www.nathanresearch.com. Please send any questions, suggestions, and comments to ram@nathanresearch.com

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