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Press Release

April 9, 2003

Comprehensive B2B Standards Benefit Calculator Released

(Paris) – EAN International and Uniform Code Council announced the preliminary release of a new process-based benefits calculator that demonstrates financial opportunities for its global EAN.UCC system at the Global Retail Technology Forum today.

Developed as part of the Standards in Action International program, the web-based calculator analyzes financial benefits for more than 50 basic supply chain and data synchronization processes.

The Standards in Action International Program seeks to promote the adoption of the intergrated systems of legacy and newly established EAN*UCC physical and digital 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.

The media-based education program, sponsored globally by SAP, encourages interoperability across the supply chain. It provides real-world examples of how the EAN.UCC Systems enables master data synchronization, uniform data and process definitions, neutral data guidelines, and improved relationships between trading partners.

“We are excited about the opportunities that this calculator presents to identify practical, real-world benefits for retail and supplier executives” said Bernie Hogan, CTO for the Uniform Code Council, “With this calculator, companies will be able to clearly quantify financial value derived through the implementation of industry standards.”

The Standards in Action program is administered by Retail Alert Systems Advisory Service, a global research company dedicated to end-user systems analysis. Retail Systems 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 the 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 played a pivotal role in the development of the supply chain and electronic commerce practices of Ernst & Young. More recently, he led the effort to develop and bring supply chain and collaboration software products to market for the Retail sector for a major supply chain software firm.

To review the 1.0 version of Standards in Action Benefits Calculator, visit www.nathanresearch.com. Please send any questions, suggestions and comments to ram@nathanresearch.com.

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