

## **NEWS RELEASE**

### **For Immediate Release**

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## **One Network Announces RetailNet™**

*First Demand Signal Management Network Service that Coordinates Demand, Supply and Execution Signals between Retailers, Suppliers and Carriers*

**Dallas TX – October 3, 2007** - One Network Enterprises, the pioneer of innovative solutions for managing Demand-Driven Networks, today announced the release of RetailNet(TM). RetailNet is the industry's first solution that centralizes and coordinates multi-enterprise master data and store-level demand, enabling suppliers and partners to sense and respond in real-time. Built atop and tightly integrated with One Network's Demand-Driven supply chain applications, RetailNet enables both retailers and suppliers to improve service level delivery, increase same store sales, reduce stockouts and lower inventory levels.

"Retailers and their suppliers are transforming their businesses from a forecast-driven planning model to a demand-driven, planning and execution model," stated Greg Brady, Chief Executive Officer of One Network. "Actual customer demand now becomes the center of the operations plan, around which all capacities -- both internal and external -- are aligned."

RetailNet is the critical enabler of this process by linking the retailer's operations (headquarters, distribution centers and stores) with their trading community (manufacturers and transportation providers) to provide both real-time visibility into actual store-level demand and to communicate variances from the original forecast to the supply network. Based on pre-configured policies and controls, One Network's Demand-Driven applications assess the impact and execute a fully-constrained operational response that reduces store-level stockouts by 50%.

By deploying RetailNet, retailers and suppliers, who previously had visibility only to their own demand and supply, now have the power to look at the downstream and upstream requirements. One Network's RetailNet includes:

- **Multi-Enterprise Backbone:** A "single version of the truth" delivering a common repository for an enterprise's master data including products, suppliers, distribution centers, and stores. In addition, transactional data including purchase orders, inventory positions, and shipments is managed by the backbone, enabling collaboration between across the value chain.
- **RetailNet API:** Standardizes and integrates the complex data flows between retailers, vendors and carriers, enabling a demand-driven network supporting various industry data formats.
- **Multi-Enterprise Reporting:** Easy-to-use reporting views are provided, enabling unique perspectives of relevant information for all parties. These views can be used to gain make critical planning and operational decisions, integrate the real-time transactional data, analyze and respond to Key Performance Indicators and manage supplier scorecards.

"As companies become increasingly demand-driven, upstream visibility into demand has become extremely important" stated Greg Brady, Chief Executive Officer of One Network. "Retailers, suppliers and carriers are turning to One Network for a proven, reliable solution that couples end-to-end visibility and state-of the art planning and execution tools, with a network of over 2500 companies."

#### **About One Network Enterprises, Inc.**

One Network Enterprises is a technology innovator and pioneer of the next-generation solutions that significantly improve value chain performance. The company provides robust applications for Replenishment, Distribution and Transportation Management, built on a powerful multi-enterprise software infrastructure and delivered via a highly scalable global network. One Network solutions are used by over 2,000 companies in the retail, consumer goods, high technology and government markets and manages over \$150 billion in global trade. The company is based in Dallas, Texas and has offices in the United States and Europe. For more information, please call +1 972-385-8630 in the US, +44 20 7244 7789 in the UK or visit <http://www.onenetwork.com/>

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#### **Related Links**

One Network website: [www.onenetwork.com](http://www.onenetwork.com)

One Network's Retail/CPG solution: [www.onenetwork.com/industries/retail/](http://www.onenetwork.com/industries/retail/)