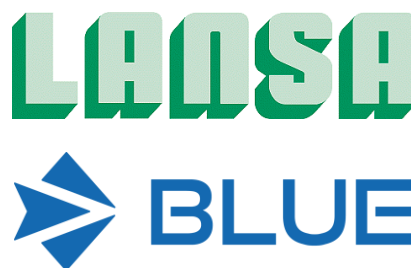


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FOR IMMEDIATE RELEASE

BLUE Software and LANSA Partner to Accelerate Distribution of Accurate Digital Content

As retailers increase demands for thorough and accurate information and media, new partnership transforms the way manufacturers manage and distribute digital content

Chicago, IL — March 21, 2017 – [BLUE Software](#), the leading provider of label and artwork management (LAM) solutions and [LANSA](#), a leading provider of product information management (PIM) and GS1 Solutions, today announced a partnership to enable manufacturers to transform the way they manage and distribute digital content. As part of this joint effort, LANSA has announced an integrated connector to the BLUE Software platform that allows mutual customers to exchange product attributes between BLUE Software and the LANSA PIM solution, LANSA Data Sync Direct.

The integration of BLUE Software and LANSA Data Sync Direct systems provides joint customers a cohesive view of their product information and facilitates the management of change in a product's lifecycle. BLUE Software acquires the final and approved digital content from labels and artwork, including the associated metadata, to manage the asset from creation to retirement and will integrate these attributes to the LANSA PIM for the aggregation, validation and syndication of the certified content. This architecture is designed to increase speed to market by enabling the master source of truth for the content – stored in BLUE Software – to update item information for internal and external consumption and seamlessly leverage LANSA to manage the digital content changes and distribution.

Examples of the content that mutual customers would manage and share include digital images, handling instructions, ingredients, preparation steps, versioning, nutritional panels, allergens, market content such as romance text, claims, search words and much more.

“With the integration of these two best of breed solutions, our mutual customers will see an immediate competitive advantage in the management and exchange of their digital content,” said Kevin Corcoran, director of sales & channel management at LANSA. “With the extensive workflows and versioning capabilities of BLUE Software, the approved data can immediately be enabled within LANSA Data Sync Direct, and manufacturers can conditionally share these updates with their trading partner community. Our customers will be confident in the data integrity and can reduce time to market via BLUE Software's virtual package rendering capabilities. Timelines are critical for supply chain efficiency, and this partnership allows our users to control their high-quality data distribution in every step of their supply and marketing chains.”

LANSA

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The new integration changes the way mutual customers distribute information across their enterprise while driving efficiency and improved productivity.

“This partnership provides mutual customers the opportunity to get their data into the hands of their consumers and customers faster than ever before,” said Frank Kovacs, vice president of strategic alliances at BLUE Software. “Our best in class LAM solution and its workflow capabilities assure customers they will be leveraging approved, accurate and complete attribute sets pulled directly from package and use their installation of LANSA for the syndication of this valuable content – all without waiting for the physical product to be manufactured, delivering a significant improvement on time to site for these customers.”

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About BLUE Software

BLUE Software’s leading enterprise label and artwork management applications enable its consumer packaged goods, retail, pharmaceutical and medical device clients to satisfy the rigorous demands of creative, brand and regulatory compliance. By leveraging SaaS based collaboration and workflow tools, BLUE dramatically improves efficiency KPIs around label development and deployment for more than 100,000 users, 12,000 brands and 5,000 companies worldwide. For more information, visit www.bluesoftware.com.

About LANSA

LANSA is a leading provider of business process integration and data synchronization software. LANSA’s product suite spans the entire supply chain process with solutions for GDSN participation, Product Information Management and Data Quality. LANSA is a Solution Provider for many GS1 Member Organizations worldwide and is a leading 1WorldSync Solution Provider. LANSA is working with market category leaders including COTY, Del Monte Foods, Godiva, Hain Celestial, Hunter Fan and Pernod Ricard. Established in 1987, LANSA supports thousands of companies around the world with its products and services. Learn more at www.lansa.com/pim.