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FOR IMMEDIATE RELEASE

LANSA FIRST TO MARKET WITH GDSN MAJOR RELEASE 3 (MR3/MjR3) CERTIFIED PIM SOLUTION

Latest Release of LANSA Data Sync Direct enables its supplier community to be MR3 compliant

Downers Grove, IL — February 4, 2016 – In its continued commitment to support global data standards and business agility, LANSA, a worldwide provider of Product Information Management (PIM) and GS1 Solutions, announced today the general availability of LANSA Data Sync Direct V8.1. LANSA's latest release is the first commercially available Global Data Synchronization Network™ (GDSN) Major Release 3 (MR3/MjR3) supply side certified solution by 1WorldSync addressing the GDSN updated standard.

“We’ve been determined to ensure LANSA V8.1 complies with MR3 and provides customers the ability to prepare, test and manage their data months in advance of the GDSN’s deadline,” said Renee Gerami, LANSA Product Quality Manager. “With this release, we’re pleased to achieve these goals.”

The purpose of MR3 is to bring flexibility to every business across every sector, increase supply chain efficiency and better support regulatory directives. In short, MR3 is an update to the GDSN standard, targeted to increase efficiencies in implementing changes and position itself for future requirements and industry initiatives. These changes have been driven by GDSN supplier and trading partner communities and include support for new attributes, restructuring of existing attributes to better align with business needs and improvements in the format for XML messages. The GDSN non-backwards global transition to this new protocol is scheduled for May 2016.

In addition to regulatory mandates, such as the Food & Drug Administration’s Unique Device Identification (UDI) rule and EU 1169, consumer expectations in a digital world have driven the requirement for expanded GDSN functionality. A consumer currently expects to be able to check ingredients, allergens, calories and product details on-line from any device, as if they were at the store holding the product. If information supplied via the Web is incorrect or unavailable, this can impact sales and customer satisfaction. MR3 will enable retailers and brand owners the ability to share more accurate product information with the connected consumer.

“LANSA’s certified MR3 solution addresses all of the pending GDSN changes including the addition of 300 new attributes, new XML communication protocols and introduction of over 250 new validation rules - in addition to enhanced product functionality,” said Kevin Corcoran, LANSA Director of Sales. “LANSA’s partnership with 1WorldSync and feedback from our user community has been instrumental in guiding the solution’s direction and continued success.”

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LANSA

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LANSA Data Sync Direct for suppliers focuses on aggregating detailed product information from a variety of sources such as ERP, PLM and spreadsheets, validating these attributes against the GDSN and customer specific business rules, then communicating this information to 1WorldSync to share with the GS1 community as well as other downstream systems and partners.

Corcoran added, “LANSA’s centralized PIM solution is leveraged by many of the largest and most influential suppliers globally. Since 2001, LANSA has provided a certified GDSN connector to 1WorldSync and has the largest number of successful machine-to-machine installations globally connecting to 1WorldSync. We are proud to continue this record of standards success.”

To learn more about LANSA Data Sync Direct, visit www.datasyncdirect.com.

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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 1WorldSync Solution Provider. LANSA is working with market category leaders include 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. For more information, please visit: www.datasyncdirect.com.