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FOR IMMEDIATE RELEASE

## **LANSA Recognized as Food Logistics Top 100 Software and Technology Providers**

### **Named to 2015 FL100+ for influential role in the global food and beverage supply chain**

Downers Grove, IL — December 17, 2015 – LANSAsyncDirect, a worldwide provider of Product Information Management (PIM) and GS1 Solutions, announced today it has been recognized as one of the top software and technology providers by Food Logistics, the only publication dedicated exclusively to the global food and beverage supply chain.

“The biggest challenge suppliers face today is the explosion of information they are required to share with consumers and their trading partners,” said Kevin Corcoran, LANSAsyncDirect Director of Sales. “Requirements for on-demand data is growing because of governmental mandates, the industry’s increasing digital asset expectations and the expanding list of attributes required for nutritional data.”

The aggregation, management and distribution of data becomes more critical every day. That’s why suppliers rely on LANSAsyncDirect to aggregate information from a variety of sources and spreadsheets, validate against the Global Data Synchronization Network (GDSN) and their custom business rules, and communicate this information to 1WorldSync and other downstream systems. As a result, suppliers experience accelerated speed-to-market of accurate product information and the ability to meet consumers and trading partners’ business requests in a timelier manner.

“Since 2001, LANSAsyncDirect has had a certified GDSN connector to 1WorldSync and has the largest number of successful installations in the market. LANSAsyncDirect’s fully integrated, end-to-end PIM solution helps organizations across all industries meet governmental mandates, achieve GDSN compliance and improve data quality,” said Corcoran.

Companies who earned a spot on the FL100+ list are featured in the November/December 2015 issue of Food Logistics, as well as online at [www.foodlogistics.com](http://www.foodlogistics.com).

To learn more about LANSAsyncDirect, visit [www.datasyncdirect.com](http://www.datasyncdirect.com).

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**LANSA**

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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](http://www.datasyncdirect.com).