

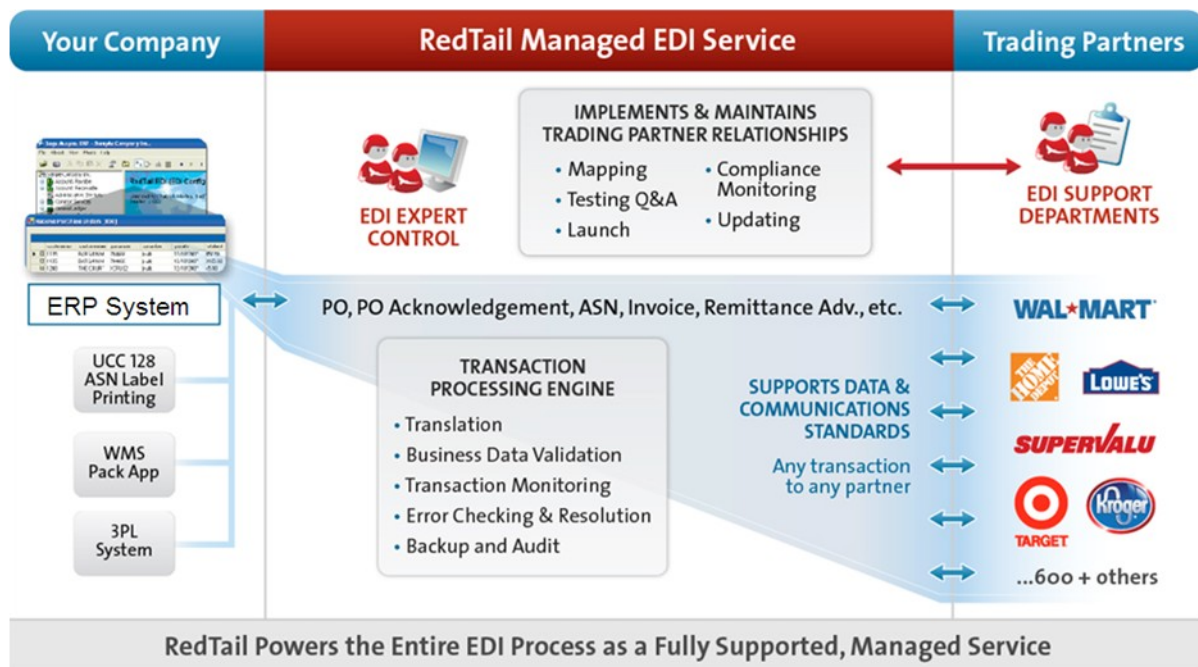
Emerging Trend: Turn EDI Over to the Experts



For many years most mid-market suppliers have had only one choice when it came to EDI operations – do it yourself. High-end EDI vendors offer outsourcing options, but they are designed for large scale operations and priced prohibitively for smaller organizations.

On the low end, web forms solutions work well until the hours spent at “rip, read, and reenter” make it clear there has to be a better way. In the past most firms would bring EDI in-house when they reached this inflection point. Choosing the only available option, they would license mapping software and communications management software, buy new hardware, sign up for VAN services, etc. – all before making the biggest investment – mastering the science, and art, of setting up trading partner connections and overseeing the daily flow of 850’s, 856’s, 810’s and other required EDI transactions.

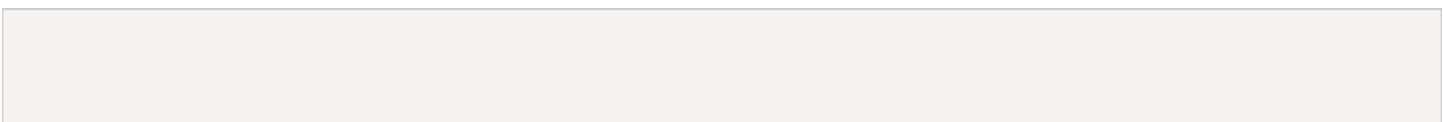
Few CEO’s would argue that mastering the complex world of EDI is an activity core to the mission of their busi-




ness. It requires a special expertise – so you hire an expert. But why do tens of thousands of firms all need to hire their own expert to do the same thing. The answer is they don't.

A new approach – a managed EDI service – enables hundreds, even thousands of firms to hand off EDI operations to a centralized cadre of experts. These experts reuse trading partner maps to rapidly connect suppliers. Through daily interaction with trading partner staff they master the navigation of complex trading partner business practices.

An interface layer on the supplier's ERP system connects seamlessly with an EDI operations center accessible over the Internet to receive purchase order transactions and send ASN's and invoices. The EDI operations center





handles on-going transaction management including translation, data validation, monitoring, error checking and resolution. The EDI operations center, running in a high-end data center, ensures reliability, security and performance. Accessible 24 hours a day it provides complete back-up and audit trails, ensuring that every transaction reaches its destination correctly.

Trading partner practices and standards are monitored and changes are implemented for all suppliers simultaneously, ensuring proactive trade compliance. Suppliers can focus on growing their business and not on mastering the arcane world of EDI.

Managed service solutions have been widely adopted for applications such as payroll (ADP). RedTail offers the only managed EDI service in the market today. A depiction of this offering is provided on the previous page.

Managed service providers don't license software. There is typically a minimal up-front fee and then a subscription or transaction based pricing model. RedTail offers transaction based pricing for its EDI service and subscription pricing for its Managed GDS Service. To learn more about the benefits of this new approach for EDI and/or GDS trade compliance and how it would work for you visit www.redtailsolutions.com.



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