



## **Edge Dynamics and SPS Commerce Unveil Integrated Solution for Pharmaceutical Suppliers**

### **Partnership Makes It Easier for Customers to Combine Two Best-of-Breed Solutions for More Dynamic Demand Management**

**Minneapolis, Minn., Aug. 1, 2007** - SPS Commerce announced today that its outsourced Electronic Data Interchange (EDI) Services have been integrated with Edge Dynamics Demand Management Suite. With this combined solution, EDI data from SPS Commerce is passed automatically to Edge Dynamics making it easier for life sciences organizations to identify and respond faster to changes in their demand chain. Customers using this integrated solution benefit from faster time-to-results, lower deployment risk, and greater value from their EDI investments.

Organizations today can realize greater insights into product movement, channel stock levels, contract and regulatory compliance, new product acceptance, and promotion effectiveness by integrating order, shipping, and invoice data from EDI documents with other corporate data. By standardizing this integration, SPS Commerce and Edge Dynamics have made it faster and easier for customers to:

- Improve financial performance with net income gains of 0.25 to 1% by optimizing inventory levels, minimizing stock-outs, and reducing returns
- Gain next-day insight into what is selling and what is not by product, downstream customer, and geography in order to optimize sales and marketing performance
- Improve financial predictability with greater visibility into channel results
- Enhance regulatory and company policy compliance and streamline SOX and FASB reporting

"Given the ever-increasing volume of sales transactions, life sciences companies are looking for faster and easier ways to understand what is happening in the channel as well as be able to take action when and where it's needed," said Todd Venetianer, Vice President, Services, at Edge Dynamics, Inc. "By allowing users of SPS' outsourced EDI services to automatically pass their EDI data into their Edge Dynamics Demand Management Suite, customers see results faster and with less risk. We partnered with SPS Commerce because of the ease of their solution and the speed at which it can be deployed."

"We are pleased to partner with Edge Dynamics for this initiative," stated Archie Black, President and CEO of SPS Commerce. "SPS and Edge both share a commitment to our customers to deliver affordable, web-based solutions that improve their business. This turnkey, integrated solution is designed for pharmaceutical manufacturers so they can further reap the rewards of EDI while knowing that the integration details are already completed by SPS and Edge."

#### **About Edge Dynamics**

Edge Dynamics is the pioneer and leading provider of dynamic demand management solutions to the life sciences industry. Used daily by four of the top ten U.S. pharmaceutical manufacturers, Edge Dynamics on-premise and on-demand solutions enable manufacturers to sense channel demand, find business exceptions that matter and optimize operational performance in real time. Commercial Operations, Sales, Marketing, Supply Chain and Finance gain unprecedented insights into product launches, marketing campaign effectiveness, forecast accuracy, channel sales and inventory and contract and regulatory compliance. For more information, visit [www.edgedynamics.com](http://www.edgedynamics.com) or call **1-866-737-EDGE**.