

1SYNC Q&A



Q. What is the status of the unification of Transora and UCCnet into 1SYNC™?

A. UCCnet and Transora officially united operations, business strategies, and vision as of August 15, 2005 to form a single organization – 1SYNC. 1SYNC is a subsidiary of GS1 US™, and leverages the strengths of the two organizations to help industry quickly realize the value of data synchronization.

1SYNC reinforces the vision of the Global Data Synchronization Network (GDSN) and the GS1 Global Registry™. It recognizes and addresses the need for trading partners to exchange accurate data across the rapidly expanding global marketplace.

Q. Where is 1SYNC located?

A. The company is headquartered in Lawrenceville, New Jersey with offices in the US, Brazil and UK.

Q. What is the 1SYNC vision?

A. Our vision is to be the leader in synchronizing data across the global supply and demand chains. We are a customer-driven organization focused on accelerating the adoption and implementation of the GDSN, establishing and promoting standards and tools for global data synchronization and providing integrated solutions that improve our customers' supply chains across industries.

Q. What is the 1SYNC mission?

A. Our primary mission is to help industry maximize the realization of value from data synchronization by partnering with trading partners, Solution Partners and other GDSN-certified Data Pools. The unification of the two organizations has brought together the most experienced data synchronization teams in the industry.

Q. How does 1SYNC accelerate the adoption of data synchronization?

A. 1SYNC accelerates the adoption of data synchronization by bringing together a collaborative community of trading partners, Solution Partners and other GDSN Data Pools; managing the cost of data synchronization to the industry, offering solutions and services that support user needs and make implementation easier; and by establishing a foundation for Electronic Product Code™ (EPC) technology and the EPCglobal Network™. These combined factors enable our

customers to realize the value of data synchronization faster—and help motivate broad industry adoption.

Q. What are the differentiators for 1SYNC as a Data Pool service provider?

A. 1SYNC is unique in the marketplace. We offer:

- The most active data synchronization community
- The most advanced Data Pool solutions
- The most experienced staff of data synchronization experts.

Q. What technology platform does 1SYNC use?

A. 1SYNC will use a combined data synchronization platform from the two organizations in 2006. We are currently operating both the Legacy Transora and Legacy UCCnet Data Pools.

Q. How will 1SYNC support emerging technologies such as EPC/RFID?

A. Data synchronization is a foundational element in preparing a business for advanced e-commerce and supply chain initiatives like the Electronic Product Code (EPC) and the EPCglobal Network. Data synchronization helps organize and cleanse GDSN data, paving the way for EPC to provide new levels of visibility into the supply chain by generating, capturing, managing and sharing data about items as they move through the supply chain.

Q. How is data sync related to the EPC?

A. Data synchronization is a foundational element for future e-commerce initiatives such as the EPC. EPC technologies and the EPCglobal Network will complement GDSN data with dynamic information about items as they move through the supply chain. As subsidiaries of GS1 US, 1SYNC and EPCglobal US provide subscribers with an effective migration path to EPC and all of its benefits. These benefits include fresher produce, safer drugs, and fewer out-of-stocks among others.

Q. How does 1SYNC impact the customer bases of the former Transora and UCCnet organizations?

A. Customers of the former organizations enjoy more features and functionality in their solutions as well as the broader advantages of belonging to a larger data sync community. 1SYNC customers continue to gain the benefits from the exceptional products and services they are currently using and will benefit from even deeper implementation services and solutions in the future.

Q. What about the services 1SYNC provides outside the United States for Price & Promotion synchronization?

A. 1SYNC is committed to maintaining the existing services and value our customers are receiving today. 1SYNC continues to support the needs of our multi-national customers who are committed to expanding data synchronization both geographically and functionally. New functionality and services are determined based on our customers' needs.

Q. What impact, if any, will this have on the GDSN and the GS1 Global Registry™?

A. We believe 1SYNC will continue to help accelerate adoption of the GDSN and the GS1 Global Registry. We look forward to working with other GDSN-certified Data Pools to continue to broaden the adoption and implementation of synchronizing accurate data among trading partners. We anticipate collaborating with these Data Pools to continue to expand the data sync marketplace.

Q. Who is the company's leader?

A. Bob Noe, former CEO of Transora, is the chief executive officer of 1SYNC and a senior vice president of GS1 US. Before joining Transora, Mr. Noe was Chairman and Chief Executive Officer of ViaLink, a major technology provider, where he helped grow the customer base to over 1,100, including more than a dozen Fortune 50 companies. His 30 years of experience combine food and consumer product industry expertise with an in-depth understanding of how companies benefit from technology.

Q. How has the unification impacted day-to-day operations for Legacy Transora and UCCnet customers?

A. There has been no impact to trading partners. Our mission is to accelerate the value realization from data synchronization by partnering with buyers and sellers, the primary drivers of the market. Our goal is to make this transition seamless and to deliver top-tier customer service.

Q. What is the combined customer base of 1SYNC?

A. We have over 4,000 trading partners that span multiple industries, including Alcohol and Beverage, Automotive Aftermarket, Consumer Packaged Goods (CPG), Entertainment, Hardlines, Office Supplies and others.

Q. How do I subscribe to 1SYNC?

A. Please call +1 866.280.4013 and select option 1 or visit www.1SYNC.org for more information on joining 1SYNC.

Q. Does 1SYNC continue to offer connections to retailers that are not GDSN-compliant?

A. Our goal is to drive towards full GDSN compliance. 1SYNC continues to send data to retailers and Data Pools that have not yet joined the GDSN through existing legacy connections only. 1SYNC supports the GDSN vision of clean, accurate data worldwide; therefore the company supports its customers who need to provide data to trading partners around the world.

Q. What is 1SYNC's level of involvement with the GDSN?

A. 1SYNC fully supports the implementation of the GDSN in the global marketplace. Our vision is to be the leader in synchronizing data across the global supply and demand chains. In addition, we support GS1 Member Organizations (MOs) and end user companies in the development of standards and participate on standards committees to address industry needs and drive the implementation of data sync.

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