



IN THE NEWS

18 Station Road, Sunbury-on-Thames, Middlesex TW16 6SU, United Kingdom • +44 (0)1932 776047 t • +44 (0)1932 776216 f • www.gxs.co.uk

## **OSRAM SYLVANIA Deploys and Benefits from GXS Trading Grid® Messaging Service**

*GXS Helps Lighting Manufacturer Connect to Partners Faster*

**LONDON and GAITHERSBURG, Md. — August 18, 2008** — GXS, a leading provider of business-to-business (B2B) e-commerce solutions, today announced that OSRAM SYLVANIA, one of the two largest lighting manufacturers in the world, has adopted GXS Trading Grid® Messaging Service to manage B2B e-commerce transactions with customers and suppliers on a global basis. OSRAM SYLVANIA cited speed to market and innovation as critical drivers for the company's growth and the primary factors behind its selection of GXS.

OSRAM SYLVANIA invests more than five percent of sales in research and development. In fact, OSRAM SYLVANIA already generates around 60 percent of sales from energy-efficient products. As examples of the company's commitment to innovation, OSRAM SYLVANIA is the world's market leader in both conventional and semiconductor-based light sources for vehicles, and also occupies a leading world market position in electronic control systems. OSRAM SYLVANIA faced challenges doing business in countries that can vary widely in their languages and cultural norms, but also in their legal requirements. Against a background of such complexity, OSRAM needed a solution that enabled them to be flexible and adaptable.

“With GXS we can move faster to address new EDI opportunities anywhere in the world by adding new trading partners very quickly. We don't need to be specialists or worry about the varying standards and technologies in different countries,” said Oliver Rupprecht, EDI manager at OSRAM SYLVANIA. “Instead, we can concentrate on running our business with the added benefit of automated processes. GXS provides us with a standardised, high-availability infrastructure that helps drive down the cost of data exchange with business partners.”

OSRAM SYLVANIA selected GXS to help support the company's EDI strategy to drive global growth, especially in Asia, and improve the time to market for new products while increasing innovation. GXS Trading Grid Messaging Service is a global, Internet-based transaction management service that enables companies to trade business documents electronically in a secure, fast and reliable fashion using both the latest XML standards as well as traditional EDI document standards. GXS Trading Grid Messaging Service provides OSRAM with a B2B e-commerce solution that is helping the company become more flexible in the global economy, responding quickly and effectively to EDI opportunities throughout the world.

“Many companies like OSRAM SYLVANIA are seeking ways to continually improve their speed to market and to innovate across the world in order to grow. By automating manual processes and reducing the paper associated with those processes, they have much better visibility into their increasingly complex supply chain activities,” said Steve Keifer, vice president of industry and product marketing at GXS. “This enables them to operate cost effectively and make better business decisions with the benefit of real-time data.”

GXS Trading Grid Messaging Service enables customers to exchange business documents, such as forecasts, purchase orders, invoices and payments, in a real-time, secure and reliable way. It also mediates the technology and process differences between trading partners, shielding the user from complexity and delivering value to 100 percent of the trading community. OSRAM SYLVANIA has business partners across the globe with which it exchanges a variety of business documents including orders, invoices, shipping and delivery advice notices.

GXS Trading Grid is a global B2B e-commerce and integration services platform that supports the creation and adoption of on-demand supply chain management solutions for companies of any size. As the world's largest electronic business community, GXS Trading Grid is used by more than 30,000 customers to exchange goods and services, gain visibility into global logistics operations and to synchronize product data. Trading Grid helps customers automate global trading communities by shielding complexity from rapidly changing standards, eliminating manual and duplicative processes and enabling the highest levels of B2B integration and collaboration.

### **About OSRAM**

Employing 41,000 people throughout the world and with sales in fiscal 2007 amounting to 4.7 billion euros, OSRAM is one of the two largest lighting manufacturers in the world. The worldwide scale of the company's business is further highlighted by the fact that OSRAM operates in more than 150 countries worldwide and has 48 factories in 17 countries. The company is headquartered in Germany but sales outside Germany now represent 88 per cent of total turnover, making this a truly global business.

### **About GXS**

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration among trading partners. Organizations worldwide, including more than 70 percent of the Fortune 500, leverage the on-demand services on GXS Trading Grid® to extend supply chain networks, optimize product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. GXS Managed Services, GXS' B2B outsourcing solution, empowers customers with the expertise, technical infrastructure and program support to conduct B2B e-commerce with trading partners globally.

Based in Gaithersburg, Md., GXS has an extensive global network and has local offices in the Americas, Europe and Asia-Pacific regions. GXS can be found on the Web at [www.gxs.com](http://www.gxs.com).

# # #

### **Media Contacts:**

Allison Tobin  
GXS  
+1 (301) 340-4988  
[allison.tobin@gxs.com](mailto:allison.tobin@gxs.com)

Shahed Ahmed  
Merritt Group  
+1 (703) 390-1515  
[sahmed@merrittgrp.com](mailto:sahmed@merrittgrp.com)