

April 29, 2005

**ABI EC Council Recommends All Companies in the Alcohol Beverage Supply Chain Begin Data Synchronization Efforts Immediately**

The Alcohol Beverage Industry's Electronic Commerce Council has been monitoring the development and implementation of data synchronization.

Data synchronization is defined as the continuous harmonization of data between and among the players in supply chains. Studies have demonstrated that savings are achieved when data integrity issues are eliminated and the right product is ordered, purchased, delivered, invoiced, sold and billed. In addition, the large retailers and food service industry are mandating this process.

Data synchronization is not an easy or inexpensive process, but it is the foundation for Collaborative Commerce. We believe that data synchronization will be the launch pad for all future global industry initiatives whether they are Radio Frequency Identification (RFID)/Electronic Product Code™ (EPC) technology, Collaborative Commerce, anti-counterfeiting or traceability. This initiative is as important as placing and scanning a U.P.C. on the product.

ABI EC is a not-for-profit organization whose mission is to further supply chain efficiency by endorsing and using industry standards for electronic commerce and product identification. ABI EC's Members represent the industry's leading suppliers, distributors, wholesalers, state organizations and associations. (View our member listing at [www.abiec.org/members.html](http://www.abiec.org/members.html).) These Members work together to explore and implement solutions to make the supply chain more efficient.

ABI EC as an organization and as individual companies strongly recommend that all alcohol beverage industry players have a data synchronization process or plan in place before 2005 year's end. There are many solution providers that can assist your company with data synchronization; we suggest due diligence is needed to ensure that your company selects the right partner in this process. A list of certified data pools that can be your entry point into the Global Data Synchronization Network (GDSN) and guide you to the road leading to data synchronization can be found at [www.ean-int.org/GDS/docs/040309\\_42.pdf](http://www.ean-int.org/GDS/docs/040309_42.pdf)

Sincerely,



Cary Rossel  
Chairman ABI EC  
Vice President / CFO  
Glazer's Wholesale Drug

P.S. Data synchronization and its effect on the Alcohol Beverage Industry will be discussed during the ABI education tracks at the **U Connect Conference**®, June 7th to 9th at the Gaylord Texan Resort, Dallas, Texas. The enclosed flyer provides session and registration information; we hope you will join us to learn more about this important initiative.