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FOR IMMEDIATE RELEASE

LANSA Demonstrates Market Commitment to GDSN Major Release 3 (MR3/MjR3) with Global Re-certification from 1WorldSync

Latest accreditation adds full GS1 capability for the 1WorldSync DSE Data pool; serving markets in Europe, Middle East, Africa and Asia Pacific

St. Albans, UK — April 12th, 2016 — LANSA, a leading provider of Product Information Management (PIM) and GS1 Solutions, announced today that it has achieved re-certification of GS1 XML Major Release 3 (MR3/MjR3) compatibility for the 1WorldSync Data Sync Engine (DSE). This achievement follows recent re-certification to support 1WorldSync XML for Major Release 3 of the Global Data Synchronization Network™ (GDSN).

Commitment to supporting GDSN Major Release 3 goes beyond serving single markets; it's about providing technology infrastructure and local resources that support the needs of diverse industries and cultures. Only by supporting both 1WorldSync data pools can LANSA truly service the needs of its global customer base. Furthermore, LANSA's certifications are for both demand- and supply-side entities, meaning support for organisations that need to publish product data to the GDSN (manufacturers and labellers) and for those who need to consume product data (retailers, hospitals, GPOs and distributors).

So as not to under-estimate the significance of the GDSN Major Release 3 switch-over, the transition from the existing Business Messaging System (BMS) 2.8 to Business Messaging System 3.1 format will be non-backward compatible. Businesses that are publishing or consuming large volumes of data using automated (machine-to-machine) connections are the most vulnerable, relying on their existing vendors to upgrade affected PIM, MDM and ERP systems before the deadline. LANSA's flagship MR3 Compliant GDSN PIM Solution – LANSA Data Sync Direct V8.1 – is generally available today to service these requirements.

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LANSA

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“Very few PIM vendors have genuine experience of supporting global companies with complex GDSN requirements spanning dozens of target markets. LANSA has a 15-year history of partnering with 1WorldSync to meet the demanding needs of customers and we were the first to hold dual data pool certifications after announcing our extended Global Partnership Agreement in 2014. This corporate relationship is strategic because our partnership will enable organizations across the world to find a safe haven with LANSA and 1WorldSync. Furthermore, all our customer engagements in the healthcare market in Europe are now connected to the 1Worldsync Data Sync Engine and thus this MR3 certification is vital to giving continued confidence to our joint customers,” states Martin Fincham, CEO of the LANSA Group.

Learn about [LANSA customer Dean Foods' strategy for a successful transition to GDSN Major Release 3](#) through careful planning and execution. Community progress is being monitored closely by GS1 and regularly updates are posted at www.gs1.org/gdsn/major-release-3/progress#timeline.

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About 1Worldsync

With more than 16,000 customers across 54 countries, 1WorldSync is the leading product information network and data pool solutions provider, certified within GS1 Global Data Synchronization Network™ (GDSN®). 1WorldSync solutions and services enable businesses to exchange product information across their buy and sell side trading partner communities, via a single cloud based platform – with solutions including Supply Chain Enablement, Product Risk & Compliance and Omni-channel Commerce. 1WorldSync is jointly owned by the member organizations of GS1 Germany and GS1 US. GS1 is the preeminent organization for the development of global standards, for identifying, capturing and sharing product information. For more information, please visit: www.1worldsync.com

About LANSA

LANSA is a leading provider of business process integration and data synchronization software. LANSA's product suite spans the entire supply chain process with solutions for GDSN participation, Product Information Management and Data Quality. LANSA is a Solution Provider for many GS1 Member Organizations worldwide and is a 1WorldSync Solution Provider. LANSA is working with market category leaders include COTY, Del Monte Foods, Godiva, Hain Celestial, Hunter Fan and Pernod Ricard. Established in 1987, LANSA supports thousands of companies around the world with its products and services. More information: <http://www.lansa.com/products/product-information-management-gdsn.htm>