

Faxinating Solutions Inc. and IDEA Announce Strategic Partnership

*Faxinating Solutions Inc. partners with IDEA to facilitate EDI document exchange
Feature provides EDI solution for facsimile documents*

Dorval, Quebec, September 20, 2007—Today, **Faxinating Solutions Inc. (FSI)**, an EDI Translation & Services company, and **IDEA**, a Virginia eCommerce service provider for the supply network industry, announced their partnership, to offer and resell under the IDEA brand name the Faxinating Solutions' supply chain and customer automation services and products throughout the United States.

Under the agreement, IDEA will incorporate **FSI's** fax- based technology into its own solutions mix, which automates paper, fax, telephone and email transactions to improve quality and efficiency in the supply chain and customer service areas.

Faxinating Solutions, which has pioneered data capture and translation services, allows large companies (hubs) to quickly and easily electronically transact with their trading partners (spokes) no matter how different their systems are, and without having to invest in a complex e-business infrastructure.

The services and tools provided by **FSI** will help to increase the number of NON-EDI trading partners all over the country become EDI capable. "Everyone wins," explains **IDEA.IDX** Program Director, **Tom Guzik**. "Large firms can now trade electronically with 100% of their community, eliminating paper and dramatically increasing the efficiency of their supply chain. Their trading partners, in turn, can join the fold without having to change their existing processes."

The service is comprised of proprietary Fax2edi and Edi2fax transaction portals with OCR/ICR capabilities as well as e-forms (Windows based client software), web-forms (secure web-based forms), email ASCII and barcode to exchange vital business information.

"Now anyone with a fax machine, a PC, a modem, Internet access—or, if need be, just a postage stamp—can use the **FSI** services to transact electronically on a pay as you go basis," says Faxinating Solutions' Vice President Sales & Marketing, **André Vermeersch**. "We have found an easy way to allow anyone, from the mom & pop outfit making homemade jam or bagels—to the large conglomerates, to send their invoices, purchase orders, shipping manifests, medical claims—which we'll then translate and pass on in the appropriate format to the appropriate trading partner."

FSI has since become a *de facto* standard for most of the major leading retailers in the grocery industry across Canada, processing hundreds of thousands of in-store delivery transactions for SMEs.

Some of **FSI's** current customers include Allflex USA, Costco, Hudson's Bay Company, Loblaws, Millbrook, Sobeys, Timberland, Metro, Provigo, Jean Coutu Pharmacies

“While large organizations routinely implement sophisticated integration software to connect their systems with supply chain networks, smaller companies require rapid and cost effective ways to engage in electronic commerce with their trading partners, that is where the **FSI** solutions come in,” added **Steve Hatajlo**, President of Faxinating Solutions. “The **FSI** solution allows these firms to retain their small—but often crucial—suppliers without requiring them to retool.”

About IDEA

IDEA is the only standard-setting organization offering a full range of eCommerce products and services designed to drive supply network efficiencies, reduce costs, slash cycle times, and ensure standardized, timely, and accurate data. IDEA (www.idea-eSolutions.com) provides the Industry Data Warehouse (IDW), a database of product, pricing and marketing data; the Industry Data Exchange (IDX), a centralized and standardized document exchange solution; the Industry Retail Database (IRD), a central repository of manufacturer retail product data powered by **CERICOMX®** which helps users meet retailer mandates and CPG and GS1 US requirements; IDEA eCredit (IeC), a hosted industry account receivables reporting database and the Data Audit and Certification (DAC) Program which assures the accuracy and completeness of the manufacturer data found in IDW.

About Faxinating Solutions

FSI is a Business Process Outsourcer (BPO) that provides electronic exchange services and portals for trading partners that want to transact with one another without investing in complex e-business infrastructures. As one of North America’s electronic data interchange pioneers and a leading BPO since 1992, FSI continues to devise new ways for companies to automate and streamline their supply chain without having to invest in costly e-commerce infrastructures and the ever-changing standards and unique technologies that accompany them.

FSI’s e-commerce services also include EDI software solutions, catalogue management tools, ERP integration, EDI outsourcing, application-to-application integration services and solutions, Electronic Data Interchange (EDI), XML and accompanying professional services.



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