

# LANSA First to Upgrade Data Synchronization Software

## 1SYNC Certifies LANSAs Data Sync Direct Version 6

In May 2007, LANSAs announced the release of LANSAs Data Sync Direct V6 and its certification by 1SYNC for recipient user migration to the latest version of the 1Sync data pool. This new version of LANSAs widely used data synchronization product facilitates migration by suppliers, distributors and retailers to the new 1SYNC data pool platform.

1SYNC, a subsidiary of GS1 USTM, introduced the new platform to help participants maximize the value of data synchronization. The certification, the first for a 1SYNC Solution Partner, recognized that LANSAs Data Sync Direct met the requirements for migrating recipient users to 1SYNC Data Recipient XML Release 6.1.1 – providing support for demand-side customers to migrate to the new version. In the following months, LANSAs successfully migrated its first recipient customers to the new release and worked on gaining Data Source certification to support the migration of supply-side customers to the new 1SYNC platform.

In July, LANSAs became the first Solution Partner to successfully complete certification for 1SYNC Data Source XML Release 6.2 and LANSAs looks forward to working with 1SYNC to migrate its LANSAs Data Sync Direct customers to the new platform.

## Features of the New Release

LANSAs Data Sync Direct V6 includes support for the new 1SYNC messaging and data content resulting from the 1SYNC platform change. As it is the first to obtain certification, LANSAs has provided its customers with a head start on this conversion.

In addition to the 1SYNC platform change support, the new release provides for the dynamic definition and storage of item attributes, which make it easier for customers to define, add and maintain industry or partner specific attributes. Another important new feature allows users to save a specified number of historical versions of attributes as they change over time, thus showing the impact of publication/attribute changes.

LANSAs Data Sync Direct's newer architecture also more easily facilitates the processing of item data received by means other than GDSN in a manner consistent with how GDSN publications are handled.

Jeff Holzman, director of solution product sales at LANSAs Americas, said, "LANSAs has been working closely with 1SYNC and key

customers to understand the latter's needs. In addition to the new 1SYNC platform support, LANSAs Data Sync Direct V6 now supports full Master Data Management (MDM) and Product Information Management (PIM) capabilities."

"LANSAs's customers and business partners have told us that many existing PIM and MDM solutions have proven to be difficult and expensive to implement. Therefore we feel there is a strong need for a quality, affordable solution that supports GDSN/1SYNC and other critical data sources. Our goal in this market is to provide superb software that can be implemented in production within reasonable time frames and costs."

## About LANSAs Data Sync Direct

LANSAs Data Sync Direct is an award winning solution that allows manufacturers, distributors, wholesalers and retailers to link product data between their systems and a certified data pool within the Global Data Synchronization Network. LANSAs Data Sync Direct is a turnkey solution that is installed on your server of choice and integrates with your master catalogue or Item-of-Record database (typically found within ERP systems).

For companies with only a handful of GTINs, or large companies initially wishing to deploy only a small number of GTINs, there is also a hosted option. LANSAs Data Sync Direct also supports essential PIM functionality to provide a single source for the management of product data across your organization.

LANSAs is a certified 1SYNC Solution Partner and a member of other relevant GDS programs in the Americas. LANSAs is also an Alliance Member of the GS1 UK Solution Provider Program and a GS1 Partner in France and The Netherlands. For more information visit: [www.lansa.com/gdsn](http://www.lansa.com/gdsn)

## About 1SYNC

1SYNC was established from the consolidation of Transora and UCCnet in August 2005. The strengths of both organizations have been combined to offer a cost-effective Data Pool with solutions and services that support user needs and make implementation easier. 1SYNC operates as a not-for-profit subsidiary of GS1 USTM to help the industry maximize the value of data synchronization. 1SYNC operates in the United States, Europe, Mexico and South America and represents subscribers from leading retailers and manufacturers. For more information visit: [www.1sync.org](http://www.1sync.org)

## LANSA accepted into the IBM SOA Specialty program

In April 2007, LANSAs announced its participation in the IBM SOA Specialty program after successfully completing IBM's rigorous SOA technical and business requirements testing. LANSAs Integrator supports the IBM SOA Foundation, a single, integrated platform that combines the industry's top application server and integration capabilities.

"SOA is an increasingly important business requirement for organizations because of the business flexibility it enables," said Sandy Carter, vice president, SOA and WebSphere, IBM Software Group. "LANSAs's commitment to SOA provides their customers with a powerful way to align their IT infrastructures with real business issues."

LANSAs Integrator provides a framework that allows easy integration between Java programs and business applications using LANSAs's Java Service Manager and a range of shipped Java services. Included among the shipped services are the SOAP Agent and SOAP Server services used to implement Web services. SOAP is an XML-based protocol for exchanging information over HTTP. Using these services, organizations can enter the world of Web services with relative ease. LANSAs Integrator offers a wizard-based approach to Web service development and hides the complexities of the protocols to present a simplified interface to developers. LANSAs Integrator facilitates the mapping of XML data and automatically generates the supporting Java and XML objects.

"LANSAs is pleased to have been accepted by IBM into this exclusive program for promoting SOA standards and usage," said John Siniscal, president of LANSAs Americas. "Many IBM customers are looking at how SOA solutions can improve their business agility by extending their legacy systems to new users and access paths. SOA technology may potentially have the same impact on companies that the Internet did a decade earlier."

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