

## MEDIA RELEASE:

For Immediate Release

### **XChangeIT announces new generation network & services**

XChangeIT has announced the next generation newsagent EDI network and services. XChangeIT *Link* will be available to newsagents & their suppliers in Quarter 2 2009.

Since 2001 XChangeIT has been providing EDI services to the newsagent industry. XChangeIT *Link* is a full redevelopment of the newsagent industry's EDI platform. The new platform will build on the channels solid EDI experience and significantly expand the benefits available to suppliers and agents alike.

*"The current network has served the industry well. It has given the newsagent channel benefits that after 7 years are foreign to other retailers and channels. It's a good start, but the full potential of EDI hasn't been realised. We are now in the final stage of developing the next generation EDI network to secure that potential,"* Outlined David Hogan, XChangeIT's Chairman.

*"The strength of the current XChangeIT is its reliable delivery of data to subscribers. This data has unlocked real time savings for agents. On the other hand sales, return and inventory data coming back from agents is largely unreliable or just not available. This shortfall prevents even greater cost savings and revenue growth that stand to benefit all players in the channel. We don't have the EDI network this channel needs - yet".*

The central focus of XChangeIT *Link* is to improve the flow of data from agents' systems direct to suppliers. Getting this right improves the profitability of all users. Less waste and administration drives cost savings. Securing fast and reliable access to sales data opens the door to better forecasting with fewer returns and out of stocks.

Through bringing the latest EDI technology to newsagents XChangeIT is well placed to meet the diverse needs of channel's suppliers and agents. Through the upgrade to XChangeIT *Link* users can expect:

- Simple user friendly interface
- Improved returns capabilities. All distributors in one place. Supplementary & on time returns.
- Real time feedback. Confirmations and file notes for all transactions – including returns
- Extensive reports & information on your performance
- Get more benefit in future. Expandable to new distributors, categories and services
- Feedback on the data being sent from stores
- New central website to help users get more from available EDI services
- Central point of call for access to all EDI services

Launching in Quarter 2 2009 XChangeIT *Link* is designed for integration. XChangeIT is currently working closely with POS suppliers and distributors to ensure all parties are well placed to quickly take advantage of the new opportunities.

Upgrading to the new product will be a simple matter of registering with the new platform and downloading the new software.

XChangeIT will contact current members in the coming weeks. To find out more visit [www.XChangeIT.com.au](http://www.XChangeIT.com.au)

**Ends.**

#### **About XChangeIT. [www.XChangeIT.com.au](http://www.XChangeIT.com.au)**

XChangeIT Software Pty Ltd is a consortium comprised of Australia's three leading magazine distributors. It provides an electronic trading platform for newsagents and distributors to share delivery, sales and returns information. It is used by over 2000 newsagents nationally. XChangeIT is currently working with distributors and POS vendors to realise the next evolution in value for subscribers – mostly relating to the transfer of information from agents to distributors to streamline business processes, enable sales growth and reduce waste.

For more information please contact

Chris Leach – General Manager XChangeIT (02) 8667 - 5250