



SEEBURGER & RollStream Simplify Trading Partner Community Management

Extends Automation beyond EDI/B2B Messaging to Non-Data Communications

ATLANTA, GA, and McLean, VA, June 8, 2010 – SEEBURGER Inc. and RollStream Inc. today announced a channel partnership to help large enterprises simplify the management of complex B2B trading communities by automating both the exchange and testing of transactional data, such as purchase orders, and administrative human-to-human processes, such as new supplier/customer registration. The initiative pairs SEEBURGER's B2B integration and RollStream's community management platforms to drive new supply chain efficiencies, improve business performance and ease trading partner collaboration.

The combined offering closes a gap in B2B automation related to the standard practice of handling non-transactional partner communications by email, fax and phone. While EDI and associated technologies have enabled system integration for years, interactions such as managing partner master data and executing key enablement programs have remained manual processes. RollStream bridges that gap with a suite of online tools that enable profile and credential capture, robust communications, and important business-to-business activities such as supplier registration, compliance and risk management, and dispute resolution.

These tools complement SEEBURGER offerings ranging from the widely adopted Business Integration Server (BIS) platform for EDI/B2B connectivity to the SEEBURGER RollOut Portal for partner self-serve message testing and certification.

Use of the RollOut Portal shortens onboarding time for automated document exchange from several weeks to several days, and eliminates \$15,000 to \$20,000 per partner in IT work for the hub organization. Both the BIS platform and the RollOut Portal are available as a software license, under the Software-as-a-Service (SaaS) model, or as a service deployed and managed by SEEBURGER.

"Good management of a trading partner community is a critical factor in optimizing supply chain performance. A recent study by Aberdeen Group, for example, linked best practices in partner management to business benefits such as fast cash conversion cycles, on-time order delivery from suppliers, and on-time order delivery to customers," said Bill Metallo, Vice President of SEEBURGER Inc. "Enterprises that use our B2B integration solutions with RollStream's community management platform will take a major step toward improving the collaboration processes that can help achieve these kinds of results."

"By combining SEEBURGER's solution with RollStream's collaboration platform, companies looking to establish more strategic trading partner relationships can now do so at the human layer," said Pete Plotas, VP of Channels and Partners at RollStream. "Together the two platforms deliver comprehensive trading partner community management and incremental gains in business efficiencies."

About SEEBURGER

SEEBURGER is a leading provider of global business integration solutions designed to optimize transactions throughout the extended enterprise by automating trading relationships with all partners regardless of their size and technical resources. Launched in 1986 to provide integration solutions to the automotive industry in Germany, the company today is ranked among the top business-to-business gateway providers by leading industry analysts, and serves more than 8,000 customers in more than 50 countries and more than 15 industries through its flagship Business Integration Server and related products and services. SEEBURGER has global offices in Europe, Asia Pacific and North America, including a U.S. office that opened in 1998. For more information, visit www.SEEBURGER.com

About RollStream

RollStream Inc. is the leader in enterprise community management. The company's SaaS product optimizes supplier relationships through a powerful collaboration platform that includes master data management, robust communications tools, and process applications. Industry leaders such as CVS, Ahold USA and Ethicon/Johnson & Johnson use RollStream to realize the full potential of their extended supplier community through activities such as supplier registration, compliance and risk management, and dispute resolution. Learn more at www.rollstream.com or www.twitter.com/rollstream.

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