



**For Immediate Release**  
Tuesday, January 6, 2009

### **IDEA teams with Sterling Commerce to expand eCommerce solutions**

*Agreement with leading software company broadens IDEA's solution packages for supply chain*

**Arlington, VA– January 6, 2009** – IDEA, an electrical industry owned eCommerce service provider, today announced a strategic relationship with Sterling Commerce, an AT&T Inc (NYSE:T) company. Under terms of the agreement, IDEA will now offer B2B on-demand services from the Sterling Collaboration Network, the company's hosted service that provides secure connectivity and collaboration between businesses. In addition, IDEA will begin integrating Sterling Commerce services into its current suite of products to deliver a broader array of solutions to its customers, specifically in the electrical industry supply chain.

Sterling Commerce, recently named among the top 100 largest software companies on *Software Magazine's* annual listing of the world's largest software and service providers, helps customers thrive in a global economy by connecting their business communities, processes, people and technology. By leveraging service oriented architectures (SOA) and other innovative technologies, Sterling Collaboration Network makes it easier to automate eCommerce/business-to-business (B2B) processes by enabling companies to securely and reliably exchange business documents. Today, it provides connections to over 90 other public and private networks and manages as many as 4.5 million B2B documents per day with more than 99.9 percent reliability.

"IDEA is helping companies in the electrical industry supply chain transform their eCommerce business processes, and Sterling Commerce is pleased to be providing the technology foundation that can automate processes that were a challenge to automate in the past," said Phil Smith, vice president, global network product lines, Sterling Commerce.

"Our customers' feedback drove this decision. We want eCommerce to be easy and being able to incorporate new methodologies and services into our current platform is a giant leap forward," said Bob Gaylord, president and CEO, IDEA. "The intent is to allow our customers to achieve the maximum benefit from our products and to supply them with a viable data synchronization platform."

Sterling Commerce has made solutions within the Sterling Collaboration Network available to IDEA and the company will begin to offer:

- Web enablement – provides manufacturers with the capability to process purchase orders and manage invoices on-demand and in real-time
- Web forms – provides distributors with the capability to process purchase orders and manage invoices on demand and in real-time
- B2B Integrator – provides companies with any-to-any translation of supply chain documents

The addition of these industry-leading offerings expands IDEA's range as a robust eCommerce service provider. Sterling Commerce also will provide IDEA with training and sales support to drive demand for the solutions offered.



"IDEA is driving to expand the opportunities that come from strategic partnerships and the Sterling Commerce relationship is a key component of our strategy," said Gaylord. "Sterling Commerce will most definitely play an integral role in helping us support our existing customers as well as penetrate additional markets we are currently targeting."

Sterling Commerce now joins current IDEA strategic partners Activant Solutions, 1SYNC and DATAgility.

#### **About IDEA**

IDEA ([www.idea-esolutions.com](http://www.idea-esolutions.com)) 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 provides Industry Data Warehouse (IDW), a database of product, pricing, and marketing data; Industry Data Exchange (IDX), a centralized and standardized document exchange solution; Industry Retail Database (IRD) a central repository of manufacturer retail product data powered by CERICOMX® which helps users meet retailer mandates and consumer packaged goods (CPG) and GS1 US requirements; and the Data Audit and Certification (DAC) Program which assures the accuracy and completeness of the manufacturer data found in IDW.

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