



History of EDI.

EDI or Electronic Data Interchange is a well-established business practice in general commerce for over 30 years. The vision of such a platform specifically designed for the list industry has been anticipated for over a decade.

What is dmEDI™.

dmEDI™ is the new standard for electronic routing of order, invoice and related transactions between list brokers, managers and service bureaus over the Internet... regardless of the "house" order entry/invoicing system on either end of the transaction.

dmEDI™ improves efficiency between all the providers in the list services supply chain by eliminating redundant order/invoice entry, reducing critical windows of time and improving order entry accuracy.

dmEDI™ was designed and built by Statware, Inc... but with the critical help of a core team of list industry Chief Technical Officers with the mandate from their senior management to deliver this cost-reducing solution. They and Statware formed the "dmEDI™ Core Development Team" to deliver a solution.

Powered by new and secure Internet technologies, dmEDI™ will be driven by you the principals and stakeholders of the list community and members of the dmEDI™ Alliance.



dmEDI™ Today.

dmEDI™ has been designed and built by Statware and the dmEDI Core Development Team. It is here for you to take advantage of today at a time when the list industry needs to improve administrative efficiency and to lower cost of sales. dmEDI™ means more profits and re-purposed expense for new services to your clients!

Benefits of dmEDI™.

dmEDI™ will allow you to seamlessly move order, revision, cancellation, shipping and related invoice transactions directly from your system and back... to any other broker/manager/service bureau systems over the internet.

This direct digital exchange thru the dmEDI™ Center of these transaction documents includes all of the subsidiary transactions including revisions, cancellations, samples and other adjustments.

You exercise the same control over these electronically delivered transactions as you do today. Real-time "dashboards" and very detailed reports help you audit all transactions and provide added security and audit trails.

dmEDI™ does this on a highly secure, world-class platform designed by a dmEDI Core Development Team... trusted list industry technology veterans delivering a best practices list industry solution.

You do all of this without substantively altering your current internal systems. dmEDI™ provides you with an efficient web-based "channel" for electronic transactions in addition to your secure "local" system.

dmEDI™ does NOT require that you be a Statware PowerLIST order-entry/accounting user. dmEDI™ was designed to allow any conforming in-house system to communicate with the dmEDI™ Center via established protocols.

You process more... in less time... and at lower expense. Lower expense means the re-purposing of staff and resources to more profit and new client services.

dmEDI™ Built to World-Class Standards.

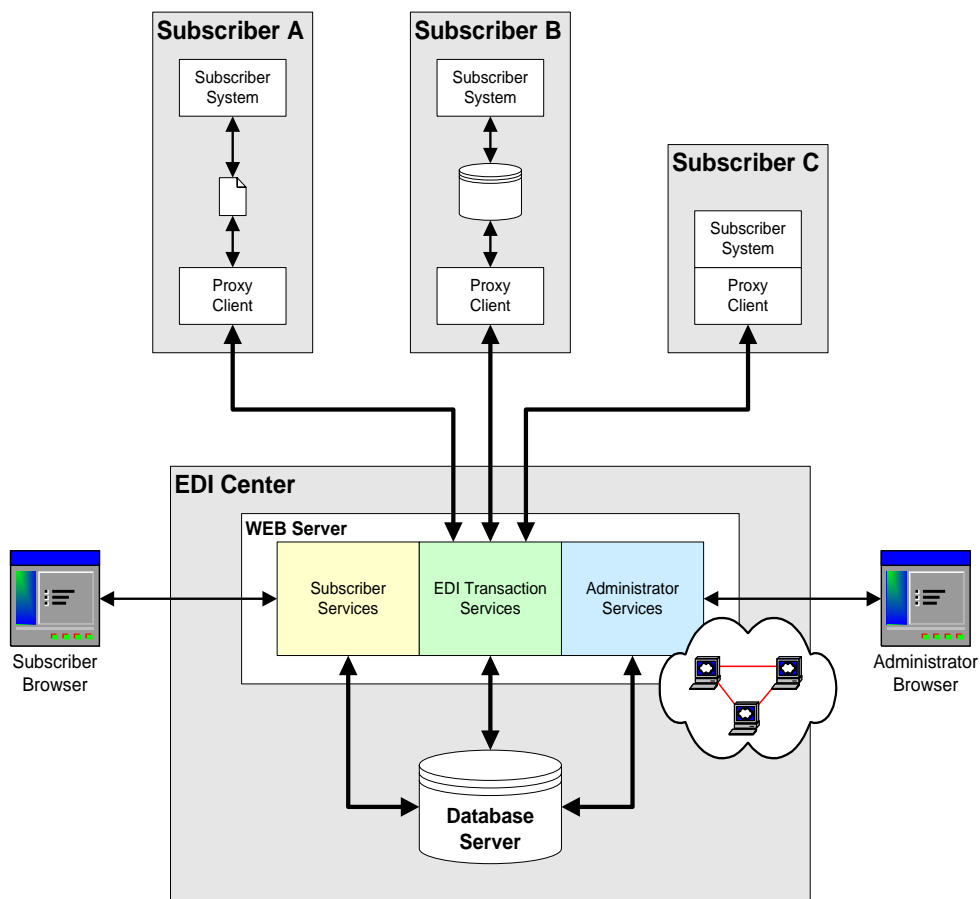
We at Statware, Inc. are but the spear-tip in the development of dmEDI™. We have been joined by other key members of the list community to form the dmEDI™ Core Development Team.

It was critical to the metrics of this EDI solution that it be built around a well-organized, universal set of standards and best practices. That is why the composition of the dmEDI Core Development Team was the key to the universal design of dmEDI™...

The screenshot displays the dmEDI web application interface. At the top right, there are navigation links: Home | Support | Site Map | Contact Us. The main header area includes the dmEDI logo and a "Home" button. Below the header, a navigation menu on the left lists: Home, User Profile, Subscriber Account, Dashboard, Reports, dmEDI News, Forum, Support Center, and Subscriber Directory. The main content area is titled "Welcome: John Smith" and "dmEDI: Administrator". It features several interactive tiles: "User Profile" (view and edit user profile), "Subscriber Account" (view and manage subscriber account profile), "Dashboard" (account status, trading statistics, invitations and acceptance), "Reports" (report and analyze account status and use of dmEDI tools), "News" (dmEDI news center with news and events), "Forum" (venue for interaction with other subscribers), "Support Center" (self-help facilities and on-line submission of support incidents), and "Subscriber Directory" (directory of dmEDI subscribers including EDI trading capabilities). On the right side, there are three additional sections: "My Messages" (no messages at this time), "News & Events" (dmEDI Client Developer Training), and "New Subscribers" (Merit Direct). At the bottom left, there is a "Statware Products & Services" section listing PowerLIST, PowerLIST/DAM, and PowerCARD. The footer contains the text: Home | Support | Site Map | Contact Us | Copyright © 2005 dmEDI.

The Core Development Team includes more than a half dozen NON-Statware customer companies from some of the most prominent names in the brokerage, management and service bureau business. Each understood the value and importance the project in these challenging times. Each is a key list industry influencer and each contributed their technical expertise at the highest levels. Statware and the Core Development Team have and will continue to do the technical work. Together, we have delivered a just-in-time solution for you to take advantage of.

You are invited today to join the dmEDI™ Alliance... an alliance of professional list companies who will reap the cost savings of this new platform.



Connecting to dmEDI™.

dmEDI™ is sophisticated technology but in most cases the path to hooking up your native order-entry/accounting system is clear and straight-forward. Built around a set of documented standards and technologies a complete dmEDI Client Implementation Guide along with other materials is available. Statware has also positioned a team of EDI professionals to help you make direct electronic communications a reality.

You can learn and see more at www.dmEDI.com or contact us at info@dmEDI.com or rich@powerlist.com. You can also call Rich Lepoutre at 860-767-9000 (111) or 860-857-9000 (cell) anytime. You can also go to www.statware.net to see and launch all other Statware web sites.