



Atlas Express

FROM ATLAS PRODUCTS INTERNATIONAL



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Welcome

Welcome to API's monthly e-newsletter designed to keep you up to date with news about our company and our products and services. We hope you find this information of interest. If you would like to find out more, please contact Mark Williams at mark.williams@atlasproducts.com or call 08700 501007.

CeBIT 2008

Atlas will be in the UK Pavilion in Hall 6, Stand E54. If you are attending CeBIT this year come and join us!

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Atlas and GXS

In next month's issue find out about our exciting new partnership agreement with GXS to promote its Trading Grid Messaging Service (TGMS) to Atlas customers.

Unimer MD Howard Grant joins Atlas Board

Atlas Products International has made a second important addition to its Board in the space of three months with the announcement that United Merchants (Unimer) MD Howard Grant has agreed to become a non-executive director.



The news comes hard on the heels of the appointment in October of Bill Pugsley as the company's non executive Chairman and is a further signal of Atlas's determination to have the best e-commerce industry brains at its disposal to develop and enhance its portfolio of products and services for the benefit of customers.

Said Atlas Managing Director Allan Gray:

“I have always recognised the value of having skilled and experienced people to offer fresh, external perspectives on our business and the marketplace generally, but the difficulty of course is that the right people aren't always available.

So I'm absolutely delighted to have secured the services of both Howard and Bill in such a short space of time. Together they will significantly bolster our capabilities as a business.

I have known Howard for a number of years and our association with Unimer goes back more than a decade. Howard has a substantial financial background and an impressive track record of building and developing successful businesses – which is good news for us and for our customers.”

- A Chartered Management Accountant Howard has worked in several business sectors including food and defence electronics, before joining the building materials sector, as finance director of ECC Quarries.
- After a successful five years, Howard moved to the Building Materials division of Aggregate Industries, becoming Managing Director of the Bradstone, Charcon and Masterblock businesses which he led for five years of growth and development.
- Throughout his career Howard has been heavily involved in all aspects of IT and systems development and has led the implementation of three major ERM projects.
- With Unimer he is involved with the development and promotion of e-commerce within the building materials sector and has spoken at several recent industry seminars.

Commenting on his appointment, Howard said:

“I have followed Atlas's progress with interest for some time - they have been a leading player in helping many organisations large and small to enjoy the benefits of affordable, secure and reliable e-commerce.

“I'm pleased to be able to play an active part in the future growth and development of Atlas which can only be good for the growth of the use e-commerce as a whole.”

Howard Grant – a brief profile:

- Howard Grant has been the Managing Director of United Merchants (Unimer) plc for the last three years during which the business has grown by around 50%.
- Unimer is the largest builders merchant co-operative in the country handling in the region of £900 million worth of transactions in the current financial year.

Still sending data on discs through the post?

Then don't do it – there is a much safer – better! – alternative!

The recent high profile losses of confidential data kept on discs by HM Revenue and Customs, together with a similar security lapse by the Driver and Vehicle Agency in Northern Ireland, has added even greater value to electronic data products such as SDX from Atlas.

Atlas SDX is a totally secure system to send and receive all your documents or data files over the Internet with no traffic costs.

SDX is the result of a £4 million investment and builds upon the phenomenal success of the Atlas Business Data eXchange (BDX) and its eight years of service in the USA and

Italy. Launched in the UK in 2004, BDX now carries millions of files each year. BDX is the UK's fastest growing network, for fast, secure, reliable, low cost transfer of sensitive business critical data.

SDX is designed for banking, financial services, government, military, health, legal and associated services for whom total security in the transmission of data is fundamental to their reputation and commercial success.

SDX uses Internet connectivity to provide an instant solution for secure and reliable movement of data from A to B without delay or corruption and with absolute certainty of delivery.



It can handle any data type and size including designs, specifications, plans, video, music, jpegs, pdfs, legal documents, EDI, XML and any other file content.

SDX offers total visibility and traceability, without hard work or complex procedures. It can provide proactive, automatic notification of every stage of each transmission. Users can even view the status of their traffic online.

For more details 08700 501033.

Case study: Management Pocketbooks

Leading publisher pockets business benefits

When Management Pocketbooks, the UK's leading publisher of self help books for managers and teachers, was asked by one of their key customers to take part in an EDI pilot project, the benefits of electronic trading were clear for all to see.

Previously Pocketbooks staff had been manually keying in data to their Sage Line 50 accounting package.

To overcome this IT Director Adrian Hunt used Nielsen Booknet and Atlas Products International's e50 product. e50 is one of Atlas' fast, secure, efficient and cost effective Sage Series of EDI products that have been specifically designed to merge with and integrate seamlessly with Sage's accounting software.

According to Adrian the result is significant business benefits for Pocketbook's.

“API's e50 product is working really well and we are now fully integrated with a number of our customers.

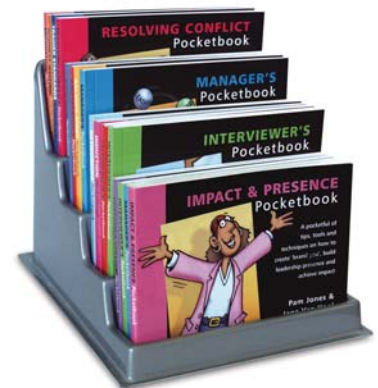
It is saving us a lot of staff time which has enabled us to delay employing another worker. This time has been put to good use elsewhere, we can respond more quickly to customer orders, the data is much more accurate and we have virtually eradicated payment issues.

The whole process is faster and more efficient.

Moreover, it has reduced the amount of paper and ink we use.”

Said API Managing Director Allan Gray:

“This is a very good example of how our Sage Series products can really bring the benefits of electronic trading to



reality by fully automating and integrating business systems and removing expensive, labour intensive tasks.

With the Atlas e50 system, Pocketbooks achieved an extremely high level of accuracy, something normally only SAP users can achieve.

This is an excellent outcome and the result of a very effective collaboration between ourselves, Management Pocketbooks and Nielsen Booknet.”

Electronic trading for Sage users – at the touch of a button or even automatically!

Atlas Products International is proud to be an accredited Sage developer of BASDA compliant systems. This has enabled us to develop a series of fast, secure, efficient and cost effective electronic commerce products that sit alongside and integrate seamlessly with your Sage accountancy software.

Together the result is a dramatic streamlining of essential business processes and a real competitive advantage.

The Atlas Sage Series comprises:

- e50 for Sage Line 50
- eMMS for Sage Line MMS
- e100 for Sage Line 100
- e200 for Sage Line 200
- e500 for Sage Line 500

Key features of the Atlas Sage Series

Total integration

Atlas Sage Series products are totally integrated into your Sage package and activated by the touch of a button, the use of simple menus or even automatically.

Multi Network Connectivity

Atlas Sage Series products connect to all the major networks, such as BT, GXS Information Exchange, Tradanet, the internet or the Business Data Exchange, [BDX]. If you are not connected, we can arrange it all for you.

Speed

Our e50 server was benchmarked in a high volume live situation as processing 15,000 invoices an hour.

Previously this took seven people two days of typing and produced all the natural errors that any manual system creates.

However Atlas e50 enabled one of our customers to handle its Monday morning avalanche of paper and faxes in just eight minutes totally error free.

Total automation

When we supply your software we include mapping to all your major customers. With server versions everything can be automated. Documents are sent and received at scheduled times or at particular events.

Keeping it simple

Remember all the confusing terms surrounding EDI? Message Standards, Versions, Variations, Networks? As an Atlas Sage Series user you won't care!

We supply pre-configured systems for all the major supermarkets, high street chains, retailers and wholesalers including Tesco, Sainsburys, Asda, Waitrose, Morrisons, John Lewis Partnership, Amazon, Teleordering, Currys, Homebase and many others...

Included are orders, invoices, credits, delivery notes, returns and acknowledgements.

Atlas Sage Series is ideal for businesses at all stages of their eCommerce journey

Atlas Sage Series for businesses not yet trading electronically

- If you are not yet enjoying the benefits of trading electronically, then Atlas Sage Series is the perfect entry point for your business
- It has a low entry cost, requires little staff training, and can be activated by the touch of One Button

Atlas Sage Series for businesses struggling with electronic trading

- Do you already have EDI software that you are finding difficult to use?
- Switching to Atlas Sage Series will ensure anyone can activate your electronic trading with little training
- API will supply your software with pre-mapped message sets for all your key trading partners

Atlas Sage Series for large organisations

- Has your eCommerce rollout slowed down or stalled?
- Are you meeting resistance at the lower level?
- Atlas Sage Series can help you achieve critical mass in trading electronically with all of your supply chain
- Due to Sage's dominance of the SME sector, almost all of your suppliers will be using Sage
- Due to its simplicity and low entry cost Atlas Sage Series is ideal for recommending to all of your trading partners, whatever their size or situation

