



UCC-RosettaNet Merger Public Frequently Asked Questions (FAQs)

GENERAL

Q. Why have the Uniform Council Code (UCC) and RosettaNet agreed to merge?

The UCC and RosettaNet pairing creates a “dream team” for the ongoing development of XML-based business processes, resulting in supply chain integration across the global trading network. The formidable reputation and best-of-breed capabilities of each organization, when combined, provides an awesome opportunity for worldwide strategic innovation and leadership in the future proliferation of B2B standards and related implementation services.

Q. What are the primary benefits of the merger?

- Joint development of common B2B standards supporting multiple industries will increase the speed and number of implementations across user communities, while also attracting adjacent industry sectors through demonstrable momentum in standards development and adoption.
- Standardized working models within a horizontal framework and a common development environment, which results in shorter time to market.
- Greater market opportunity and support for the solution provider community with increased potential for further product/service developments, with added opportunities to facilitate implementation environments.

Q. What are the anticipated benefits for UCC & RosettaNet members?

Greater Supply Chain Interoperability

- Convergence to a common horizontal framework provides an opportunity for greater interoperability between currently supported supply chains (e.g., Retail and IT). This value proposition is attractive to adjacent supply chains and could lead to even greater cross-industry utilization of common standards.

Q. What are the strategic advantages of the merger for UCC?

- The merger is consistent with the UCC's long-term strategic business plan that identifies the high technology industry as a continuation of expanding the usage of UCC's products and services into additional markets. This extension will further the organization's mission, which is to take a global leadership role in establishing and promoting multi-industry standards for product identification and related electronic communications. The ultimate goal is to enhance efficient supply chain management, thus contributing value-add for the customer.
- RosettaNet has an established, highly recognizable brand throughout the high technology industry. The merger provides an opportunity for the UCC to leverage this brand equity with regard to extending its reach into the high tech supply chain.
- The UCC's XML-based business processes align with RosettaNet's strong business process standards development and global implementation strategy.
- The merger allows the UCC to leverage its strengths and expertise around utilization of product identification into the high technology sector, as well as other adjacent supply chains.

Q. What are the strategic advantages of the merger for RosettaNet?

UCC has over 30 years of operating experience and over 260,000 members. The merger with the UCC offers RosettaNet sound growth options that will allow the consortium to sustain its momentum in the high technology industry while also providing an opportunity for expansion into areas such as service capabilities (training, interoperability testing, etc.). The formalized relationship will also enable joint projects between the UCC and RosettaNet for the benefit of supply chain companies on a global basis.

Q. How will the merger impact the industry's B2B technology standards initiatives?

The merger of RosettaNet and UCC is indicative of the maturation in the standards development community. Many standards organizations focus on debating the virtues of one technology over the other, or emphasizing the importance of standardization to one industry over another. Today, RosettaNet and UCC raise the bar. By recognizing their shared interests and complimentary strengths, RosettaNet and UCC can work together to facilitate the ease and speed of standards implementation for the broadest set of industry "user" communities. Mergers such as that between RosettaNet and UCC signify the market's demand for fewer but more effective initiatives overall. RosettaNet and UCC are proud to help lead the way to streamline standards development efforts and reduce confusion in the marketplace.

Q. Will RosettaNet standards continue to be offered on a royalty-free basis?

RosettaNet standards, including but not limited to Partner Interface Processes (PIPs), RosettaNet Implementation Framework (RNIF) and RosettaNet Technical Dictionary (RNTD), will continue to be offered as royalty free for all users. RosettaNet standards are to remain open and available at no cost to the general public on a worldwide basis.

Q. What is the nature of the new organizational relationship? Who will lead the UCC and RosettaNet?

Under the terms of the agreement, RosettaNet will become a wholly owned subsidiary of the Uniform Code Council, Inc.

Executive leadership includes:

Thomas S. Rittenhouse

President & Chief Executive Officer, UCC

Barry H. Beracha

Chairman, UCC Board of Governors
Chief Executive Officer, The Earthgrains Company

Michael E. Di Yeso

Executive Vice President & Chief Operating Officer, UCC

Jennifer Hamilton

Chief Executive Officer, RosettaNet

Colin Evans

Chairman, RosettaNet Executive Board
Director, Distributed Systems at Intel Research and Development

Q. What is the UCC?

The Uniform Code Council, Inc., a not-for-profit standards organization, is one of the most respected leaders in global commerce. The UCC administers the Universal Product Code (U.P.C.) and provides a full range of integrated standards and business solutions for over 260,000 member companies doing business in 23 major industries. The UCC's commitment to leadership, innovation, and technology support has enabled companies to utilize open and global standards to optimize their supply chain and business processes.

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