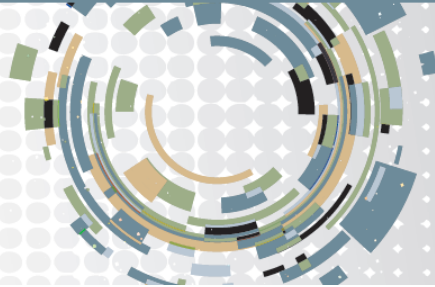




DemandBridge is excited to extend the PSDA Peer to Peer experience by providing this Technology Update exclusively for our DemandBridge Software customers.



Please join Doug Traxler, Chief Development Officer, Julie Pritchard, VP Sales & Marketing, Michelle Bengermينو VP Product Development, Amer Mallah, VP of Engineering, Chaitanya Guntur, Manager of Software Development and other DemandBridge Software specialists for this exclusive event for DemandBridge users. Below is a brief overview of the topics that will be covered.

Turning Technology into Sales – 10:00 am

Doug Traxler will kick off the conference with some real world insight into how technology has helped distributors grow in sales. He will be talking not only about how distributors can use technology to land accounts, but also how to sell and profit from the technology itself.

What's new and what's coming in DB Enterprise – 10:30 am

Continuing along the subject line of Doug's introduction, Michelle Bengermينو will demonstrate how you can get and stay ahead of the competition with new development in DB Enterprise. At the front-of-the-line in this new development is the integration of DB Enterprise with Chili Publishing. This new powerful PageFlex alternative will provide your customers with the ability to easily deploy their own items. In addition to real-time previews and in place editing of variable items, it provides for 3D previews, extremely relevant for apparel offerings. Speaking of apparel, we will be sharing our strategy for a complete overhaul of the apparel workflow. Other exciting items on our product roadmap include attention to responsive web design throughout our interface as well as a reporting dashboard for on demand usage statistics.

What you need to know about PCI and PA DSS – Noon (Lunch will be served)

There is much talk and a lot of confusion around the subject of PCI Compliance. Join us for this working lunch, where our panel, Amer Mallah, Michelle Bengermينو and Chaitanya Guntur, will provide the framework for everything you need to know to plan for and move toward PCI Compliance. They will also discuss recent development in both DB Enterprise and DB Distributor.

DB Interactive Services – 1:00 pm

There is no one answer to every problem, and no one solution can satisfy every need. That's where DB Interactive is at your Service! We will demonstrate some real-world custom solutions that were developed to extend DB Enterprise and relieve customer pain points. We will help you identify opportunities where you can capitalize on this development and resell these solutions.

DB Connect – 1:30 pm

DB Connect is a secure, centralized, online proofing and workflow management system. Used in house, it can greatly streamline your workflow and internal processes. Deployed to your customers' marketing and creative teams, it empowers them to collaborate, better manage and expedite all their design projects. Want something new and exciting to sell? Let us show you how you can lead off your presentations with this powerful and affordable tool.

What's new and what's coming in DB Distributor – 2:00 pm

This session will highlight some of the most significant developments in DB Distributor. One major development effort was the new release of the WMS system that enables your warehouse staff to receive, put away, pick, count and transfer inventory using any wireless handheld device that supports a browser interface. New enhancements to the FlowPoint platform will make integrating with your customers, suppliers and implemented third party technology more streamlined. We will also show some of the new dashboards and custom reports available in the DB Reports Suite and how you can create and deploy your own custom versions. Building upon the topic of PCI Compliance, we will outline the specific changes made in DB Distributor in order to achieve PA DSS compliance.

Sourcing and Job Management – 3:00 pm

The DemandBridge Sourcing and Job Management upgrade to DB Distributor will be unveiled with a new User Interface, new reporting and even a new name that more accurately defines the nature of the partnerships in our supply chain. We will show you how your customer service and sales associates can better organize, compare and manage the request for quote and purchase order process all from one easy-to-use dashboard. With the new reporting tool, you can analyze productivity, improve quoting process, prove better purchasing results for your customers and drive more profit to your bottom line.

Dinner and Cocktails on the River – 7:00 pm