

# Management Dynamics Acquires BridgePoint

**Strategic acquisition to enhance global supply chain management solutions for importers, exporters and logistics service providers**

EAST RUTHERFORD, NJ /Send2Press Newswire/ – Management Dynamics, Inc., the market leader in price and contract management solutions for the international transportation industry, today announced it has acquired BridgePoint, an established provider of supply chain visibility and event management solutions. The acquisition combines the strengths of both organizations to create a portfolio of on-demand solutions that manage and optimize global supply chains. Terms of the deal were not disclosed.



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BridgePoint solutions for supply chain visibility, booking, and performance management are proven with over 3,000 users in 63 countries and 20 million transactions per month.

“The efficient management of global supply chains depends upon information flows that fully integrate suppliers and service providers with internal operations,” said Jim Preuninger, CEO of Management Dynamics. “The BridgePoint acquisition offers Management Dynamics’ customers a strong foundation of proven solutions that synchronize supply chains to deliver faster cycle times, fewer stock-outs, and lower transportation costs.”

The recognized leader in the area of data quality management, BridgePoint offers the most accurate and reliable source of supply chain information to synchronize inbound and outbound logistics processes. The company's clients include Apple Computer, Best Buy, FedEx Supply Chain Services, Hyundai Motor America, Levi Strauss & Co., Procter & Gamble and the WorldWide Retail Exchange.

"Obtaining timely, accurate, and complete information regarding the entire order-to-deliver process is becoming more critical as companies increasingly source, manufacture, and deliver goods on a global basis," said Adrian Gonzalez, Director, Logistics Executive Council, ARC Advisory Group. "This acquisition combines the complementary strengths of Management Dynamics and BridgePoint to offer clients a differentiated value proposition."

The BridgePoint acquisition expands the portfolio of Management Dynamics' on-demand solutions which enable importers, exporters, logistics service providers, and carriers to efficiently manage complex, global supply chains.

"BridgePoint provides our customers with complete visibility to their shipments at all times. Using automated alerts, the system allows my staff to respond quickly to issues and keep cargo moving," said Arnold Da Silva, Executive Vice President, Schenkers of Canada. "Expanding visibility with proven solutions to manage buy rates, automate ocean pricing and proposals, and simplify the freight audit and payment process, has definite appeal to any logistics service provider."

Configurable according to customer need, the following services are available today:

- \* Supplier Order Management improves vendor compliance with a distributed order management solution to manage the entire purchase order lifecycle.
- \* Inbound Inventory Management monitor inventory throughout the supply chain and allocates inventory in-transit to improve fill-rates and speed distribution.
- \* Logistics Contract Management automates contracts with the industry's most accurate rating engine to calculate complete bottom-line shipment costs, improve compliance, and audit freight bills.
- \* Pricing and Proposal Automation simplifies ocean pricing and management of transaction margins with a solution that quadruples quote productivity.
- \* Global Transportation Management controls global transportation costs by managing carrier commitments, optimizing carrier selection decisions and automating the booking process.
- \* Multi-channel Delivery Management integrates outbound fulfillment activities and information across multiple channels to enhance customer service.
- \* Supply Chain Performance Management measures, analyzes and improves

performance of suppliers, carriers and service providers through scorecards.

“We use BridgePoint to streamline our international pipeline, make earlier and more accurate inventory allocations, and measure trading partner performance,” said Chris Aronovici, Logistics Transportation Manager, Best Buy. “We look forward to new solutions that will help us make more advanced cost-service tradeoffs to better manage the impact of capacity constraints and port congestion.”

#### About BridgePoint

BridgePoint is the premier provider of global, multimode supply chain visibility solutions enabling companies to streamline international shipments by better coordinating the activities of partners, systems and resources internal and external to the enterprise. BridgePoint dramatically accelerates supply chain throughput, reducing cycle times, customer service, order financing and product distribution costs. BridgePoint is based in the Research Triangle Community of North Carolina’s Raleigh/Durham area.

#### About Management Dynamics, Inc.

Management Dynamics is a leading provider of on-demand solutions that improves the performance of global supply chains for importers, exporters, logistics service providers, and carriers. The company’s solutions synchronize the flow of information among trading partners, optimize supply chain execution decisions and streamline logistics processes.

Management Dynamics is the time-proven solution with over 8,000 global users at some of world’s most successful 3PLs, carriers, manufacturers, retailers, and high technology companies. For more information, please visit [www.ManagementDynamics.com](http://www.ManagementDynamics.com) or call (201) 935-8588.

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