

**World Duty Free turns to GXS for B2B Outsourcing**  
*UK's leading travel retailer adopts GXS Intelligent Web Forms*

**LONDON — November 10, 2008** — GXS, a leading provider of business-to-business (B2B) e-commerce solutions, today announced that World Duty Free, the UK's leading travel retailer, has selected GXS Intelligent Web Forms (IWF). GXS IWF, a GXS Managed Service, is an entry-level B2B e-commerce service specifically designed for enterprises seeking additional solutions to enable their small to medium-sized (SMB) trading partners to participate in electronic trading initiatives. GXS IWF will play a key role in World Duty Free's sustained drive to boost business efficiency and ensure its broad range of suppliers is e-enabled.

At high-profile retail stores in British airports, World Duty Free carries more than 18,000 products across categories such as fragrance, cosmetics, confectionery, fashion accessories, fine foods and wines. Merchandise turnover is rapid and the company purchases a high volume of goods from a diverse supplier base. Many of the suppliers of larger, well-established brands are already electronically enabled, while others are smaller companies that, until now, have never traded electronically. Now, with IWF, World Duty Free will be able to send documents such as purchase orders and invoices electronically to all of its suppliers. The suppliers will then receive electronic documents via a simple multi-lingual, web-based interface, automatically meeting World Duty Free's EDI requirements.

"Success for World Duty Free is all about on-shelf availability, based on effective inventory management and replenishing systems. B2B outsourcing powerfully underpins our business strategy and helps us dramatically improve our supply chain execution by increasing automation and reducing costs, while also giving us superior B2B capabilities," said Mark Riches, CEO at World Duty Free.

GXS IWF is a GXS Managed Service that enables a company to trade electronically without the need to purchase, install and manage additional software. It is designed for businesses with little or no internal IT support and enables them to quickly and cost-effectively participate in EDI and other B2B e-commerce initiatives introduced by larger trading partners. With GXS IWF, companies can reap the benefits of e-commerce without significant cost or complexity. IWF is enabling companies like World Duty Free to quickly and easily enable all of their suppliers to trade electronically without delay.

"World Duty Free is a text-book example of how a forward-thinking retailer is taking giant strides in modernising its operations with the smart application of software-as-a-service to automate business processes," said Tom Varghese, product manager at GXS. "World Duty Free operates in a hectic and very challenging environment where customer loyalty is all about having the right product in the right place precisely when the consumer wants it. This means putting in place systems that can optimise the efficiency of supply chains and replace slow and error-prone, manual processes with highly automated ones."

Some of the key benefits of GXS IWF include ease-of-use, multi-lingual interface, real-time operations center, intelligent search and flexible subscription pricing. Companies that have deployed IWF have increased sales, improved operational efficiencies and reduced out-of-stocks at the retail level as a result.

### **About World Duty Free**

World Duty Free operates 57 stores across BAA's seven UK airports; Heathrow, Gatwick, Stansted, Aberdeen, Edinburgh, Glasgow and Southampton.

For more information log on to [www.worlddutyfree.com](http://www.worlddutyfree.com).

### **About GXS**

GXS is a leading global provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration among trading partners. Organisations worldwide, including more than 70 percent of the Fortune 500, leverage the on-demand services on GXS Trading Grid® to extend supply chain networks, optimise product launches, automate warehouse receiving, manage electronic payments and gain supply chain visibility. GXS Managed Services, GXS' B2B outsourcing solution, empowers customers with the expertise, technical infrastructure and program support to conduct B2B e-commerce with trading partners globally.

Based in Gaithersburg, Md., GXS has an extensive global network and has local offices in the Americas, Europe and Asia-Pacific regions. GXS can be found on the Web at [www.gxs.co.uk](http://www.gxs.co.uk).

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### **World Duty Free**

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