

## ● Sierra Atlantic and WorldChain Extend Partnership to Provide Supply Chain Transformation in Record Time

*Strategic Alliance Enables Customers Worldwide to Achieve Dramatically Reduced Inventory and Operational Expenses*

FREMONT, CA - April 30, 2003 - Sierra Atlantic, Inc., The Application Networks Company®, and WorldChain, Inc., the pioneer in Supply Chain Synchronization™ Solutions, announced today that they have extended their partnership to jointly deliver solutions for synchronized transactions and business processes across supply, fulfillment, and service networks. Within the alliance, Sierra Atlantic will also provide program management to help clients with diagnostics, solution delivery, and large-scale systems integration. WorldChain and Sierra Atlantic solutions are deployed at global customer sites for StorageTek, Dell, and Network Appliance and deliver tangible business benefits under WorldChain's Pay-for-Performance business model.

Formed in 1999, the WorldChain Sierra Atlantic alliance originally focused on joint product development. The relationship has now extended to supply chain execution, business process integration, program management and deployment to support a low-risk, proven and rapidly implemented solution.

WorldChain's Supply Chain Synchronization Solutions couple best-practice supply chain processes with a robust policy framework and dashboard to power synchronized execution across supply, fulfillment, and service networks. WorldChain's solutions synchronize order fulfillment, inventory replenishment, and service execution for individual orders while enforcing business rules and contract terms (e.g. service levels) through the policy framework. The result is a more responsive and adaptive supply chain that intelligently lowers inventory and supply chain costs while simultaneously improving service levels and fill-rates. WorldChain combines this next-generation application with best-in-class integration processes and standards-based technology to enable deployment to all supply chain partners within 120 days.

Sierra Atlantic Application Networks®, business process integration products and services, work with leading integration servers to enable real-time information exchange with guaranteed delivery between WorldChain's Supply Chain Synchronization Solutions and other enterprise systems. A proven offshore delivery model enabled by a Global Development Center (GDC) in Hyderabad, India enhances Sierra Atlantic's implementation and integration capabilities.

"By partnering with Sierra Atlantic, our next-generation solution breaks new ground by enabling companies to rapidly achieve transaction-level synchronization, which powers collaborative business processes such as Win-Win Vendor Managed Inventory (VMI), n-Tier Lean Manufacturing, Distributed Order Fulfillment, and Aftermarket Service Lifecycle Management," said Dave Tompkins, Senior Vice-President of Marketing and Finance of WorldChain. "The launch of this solution represents an exciting milestone in our alliance with Sierra Atlantic."

"The ability of organizations to optimize their supply chain operations delivers tremendous economic value," said Marc Hebert, Executive Vice President, Sierra Atlantic. "WorldChain and Sierra Atlantic's breakthrough solution demonstrates how our alliance can provide the customers with network-wide connectivity, complete data visibility, and seamless transaction execution with event management. We are also proud to be a part of WorldChain's Pay-for-Performance business model that enables the clients to mitigate their risk and ensure tangible results."

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## ● About Sierra Atlantic

Sierra Atlantic, The Application Networks Company®, integrates enterprise eBusiness systems and supply chains for improved customer service, operational efficiencies, and competitive advantage. Sierra Atlantic Application Networks® combine integration products and services to connect leading enterprise applications, creating robust, integrated eBusiness processes within the enterprise and across business partners.

Besides application integration solutions, we also provide software implementation services, custom software development services, software maintenance and support, and business intelligence solutions. We leverage our Global Development Center in India to deliver our services with superior quality and economics. Founded in 1993, Sierra Atlantic is headquartered in Silicon Valley with offices in Chicago, New York, London, Singapore, and India. Sierra Atlantic has over 300 delighted customers. For more information, please visit [www.SierraAtlantic.com](http://www.SierraAtlantic.com).

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## ● About WorldChain

WorldChain's Supply Chain Synchronization™ solutions synchronize processes across their entire network of suppliers, service providers, manufacturing facilities, and distribution/channel partners. The WorldChain solution is the only Web-native, 100% J2EE application that encapsulates best-practice processes and a highly-configurable policy framework for high-velocity supply chain execution. WorldChain is the first and only solution provider to minimize the risk associated with IT and business process initiatives by contracting with customers on a Pay-for-Performance™ model. This business model eliminates over promising and ensures all parties in the engagement - software provider, implementation partner, and customer team - are aligned to deliver tangible business results that impact the bottom-line. For more information, please visit [www.worldchain.com](http://www.worldchain.com).

WorldChain and WorldChain Network Platform are trademarks of WorldChain, Inc.

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