

How Did a Startup ASP Firm Become a Global EDI Powerhouse?

By serving clients with amazing software, prompt service, reasonable pricing, and effective solutions, that's how.

HOUSTON - D!central sits on the second floor of an anonymous office complex just down the road from NASA headquarters.

It's hard to imagine that this unassuming company handles hundreds of thousands of business transactions each month, moving orders, invoices, and advanced shipping notices for corporations around the world - all at the speed of light.

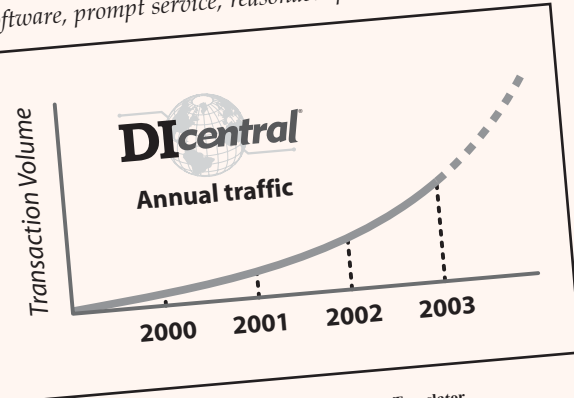
But D!central (pronounced "D. I. central") does that and more as one of the bright stars in the universe of electronic data interchange (EDI), a market some estimate to be worth over a trillion dollars.

The Google of EDI

"We're on a mission to show businesses that EDI can be simple, fast, and cost efficient," says D!central Director of Business Development, Peter Edlund. "We want to be known as the Google of EDI."

D!central uses the Internet to transmit companies' financial documents to and from their trading partners. With the ability to talk to any hardware or software platform, D!central's patented Web-based software translates and delivers documents on the fly. Thus its tagline: any to any.

D!central's customer base covers a wide range of industries. Clients report that they like the service's solid return on investment - eliminating paperwork, faxes, and re-keying - all without costly software fees.



D!central's customer list keeps growing. Baker Hughes, Academy Sports and Outdoors, JCPenney, Abbott Labs, Potlatch, the Army and Air Force Exchange Service, and hundreds of other successful companies are customers.

In 2002, D!central's revenue grew more than 1500%, driven by a 2000% increase in its customer base. In one year, D!central's transaction volume increased 300% (see graph above).

Small suppliers use D!central's services to send invoices directly to big businesses' accounting systems - computer to computer - eliminating the traditional paper shuffling which wastes time and accuracy.

A Universal Translator

D!central's visionary founder and chief executive officer, Thuy Mai (pronounced "twee my"), has degrees in electrical engineering and computer science, and years of programming experience at Bell Labs and NASA.

"At Bell I learned about switching systems that route phone calls," says Mai.

"EDI is very similar, except we handle business documents instead of voice signals. Our software allows any hardware or software platform to talk to any other platform. It would be like having a language translator in your phone so you could talk to anyone in the world instantly."

The Birth of a Company

The mid-90's brought a surge of Internet startups, beckoning Mai with the potential of a Web-based business. Exploring a range of ideas, he kept coming back to EDI. With its parallels to the phone business, Mai saw huge growth potential.

In 1997 Mai and a handful of partners formed WebDI, one of the first Web-based EDI firms in the country. As chief technology officer, Mai developed his first ideas about electronic data interchange.

Mai and several programmers later began developing the next generation of EDI software with easy-to-use mapping tools, intuitive interfaces, and the ability to translate documents on demand.

In 2000, D!central was born. Today, because of its ease of use and speed D!central is winning over customers fed up with proprietary networks and expensive software.

D!central offers its services to companies big and small, and it private labels its software to buying groups and even to other EDI service providers.

The company specializes in solving complex process issues.

"We adapt to their business process," says Mai. "We don't force companies to adapt to us."

Mai's vision for his company is clear: continue to develop a cutting edge product, improve the bottom line, grow his customer base, and provide efficient service.



Any to Any Electronic Document Exchange

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Customer/tech support: support@dicentral.com

SIMPLE FAST COST-EFFECTIVE SECURE GLOBAL REACH

Simple

Dlcentral's ASP model makes EDI easy! With easy-to-use Web-based tools and the ability to handle 3,000+ transaction types, it's simple to introduce small and mid-sized trading partners to EDI. Maximize your supply chain infrastructure, eliminate paperwork, and improve accuracy by outsourcing your supplier roll-out to us.

Fast

Hubs and suppliers often tell us how much they enjoy our fast, friendly, and efficient service. Our Web-based tools coupled with a proven roll-out methodology speed uptime. Integration with existing enterprise systems is swift and hassle-free. We work hard and smart to get you and your suppliers up and running.

Cost-effective

Dlcentral saves you money in many ways. Automation means less manual data entry, resulting in a prevention of data errors. Your IT personnel won't need to maintain our software because our services are delivered via the Internet. There are no licensing or maintenance fees. Return on investment is immediate.

Secure

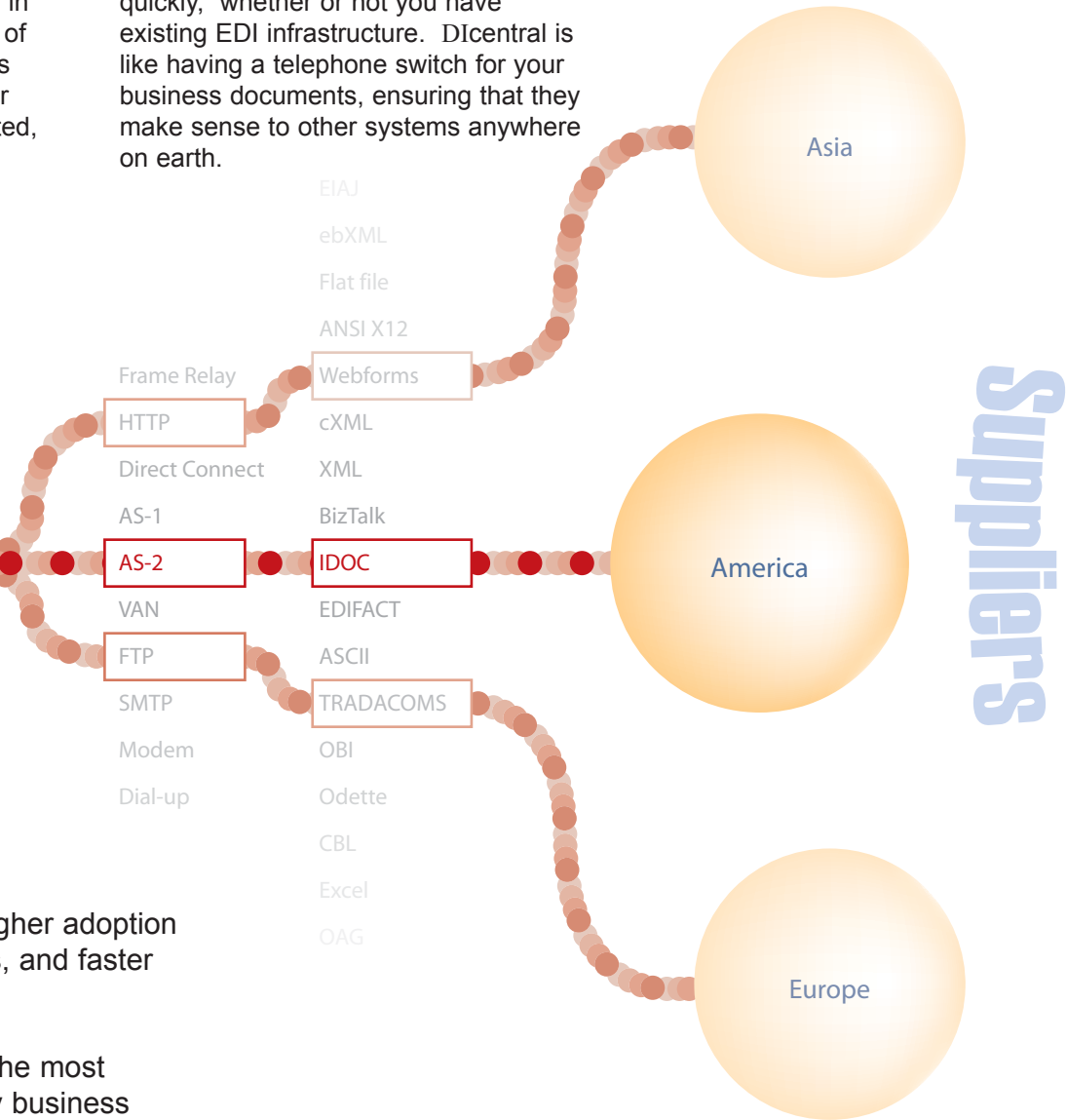
Some firms pay lip service to security. Dlcentral focuses on safeguarding your data in every step of our software development. Our proprietary encryption and decryption works invisibly in the background, giving you peace of mind that your data will arrive at its destination just as you sent it. Our state-of-the-art servers are protected, redundant, and monitored 24x7.

Global Reach

Connect to the world instantly with Dlcentral's any-to-any software via the Internet. We connect you to your regional and international suppliers quickly, whether or not you have existing EDI infrastructure. Dlcentral is like having a telephone switch for your business documents, ensuring that they make sense to other systems anywhere on earth.

Albertsons
Abbott Labs
Adarko Citicorp
Academy
oscovs Acade
rdines BP A
K&G CVS
ards Eckerd Costco
ods Chevron Texaco
Sports Conoco Phillips
Dot Foods General Mo
FedEx Fry Meyer HEB
John Deere Kroger
porting G Longs Dr
p Panaso JCPenney
on Pirie Sevel Food
on Coat FAO Schw
Home Shopping Network
annafo B Veiman Ma
White Rose Galyan's
ids R Us Federated
Macy's West Linens 'n Thin
Marshall Field Mervyn's
Petco Par PETSMA
Shaws Potlat
Richs Laz Rite Aid
Michael Safeway
Stage Stores Nordstrom
Men's Wearhouse Saks
ervalu Shaw's Target
Unified Western Groce
tein Mart Sears Gre
tractor Supply Com
ysco Toys "R" Us
rox Walgreens
Tyson Foods
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812 Credit/Debit Adjustment		
816 Organizational Relationship	cXML	
820 Remittance Advice	Flat file	
824 Application Advice	cXML	Direct Connect
832 Catalog	Odette	FTP
850 Purchase Order	BizTalk	VAN
852 Product Activity Data	IDOC	HTTP
855 PO Acknowledgement	EDIFACT	AS1
856 Ship Notice/Manifest	ANSI X12	AS2
860 PO Change	XML	SMTP
864 Text Message	ASCII	Modem
865 PO Change Ack	TRADACOMS	Dial-up
867 Product Transfer	OBI	Frame Relay



Supply Chain Integration

Any to Any Electronic Document Translation & Exchange

Benefits to Suppliers & SMEs
Dlcentral provides the only patented Web-based tools that offer your suppliers expandable connectivity. Have your suppliers connect to Dlcentral, and they can trade with the world.

In addition to translation and routing, your suppliers will enjoy value-added Web soft-

ware with features like Pic & Pak, UCC128 bar-coded shipping labels, Scan & Pak, field ticket invoicing, application integration, adaptor development, and more.

Benefits to Hub Companies
Dlcentral provides your hub company with value-added benefits such as trading community management and proven roll-out

methodology. These insure higher adoption rates, quicker supplier roll-outs, and faster supplier uptimes.

Dlcentral develops and owns the most flexible platform to support any business process.

SUPPLIER

Noel Malcaba, Baker Hughes
"With Dlcentral we didn't have to buy expensive software or dedicated lease lines. Dlcentral helped us improve our days sales outstanding. It really helps the company's bottom line. I'd recommend Dlcentral to other oil and gas industry suppliers - especially those companies with high volume transactions or enterprise solutions like SAP."

SUPPLIER

Barry Mizes, Bajamar Chemicals
"Dlcentral's solution is much more like the integrated desktop solutions that many of the EDI companies offer, but at prices that are equal to the Web-based products. Dlcentral's sales, customer service, and technical support staff were extremely helpful and thorough throughout the entire testing process."

SUPPLIER

Ken Sharpe, Vaughn-Bassett Furniture Company
"We wanted JCPenney as a trading partner and contacted several EDI providers, but they all told us it would take six weeks minimum to get us up and running. With Dlcentral we were up in two weeks and ready for testing."