



PRESS RELEASE



Leading headset manufacturer GN (Jabra) connects to TXTDEMAND Software

August 2007 – Copenhagen - GN, a dedicated developer, manufacturer and seller of headsets and related products is the world's largest provider of wireless headsets for mobile phones and similar devices, (27 Million devices produced in 2006) with sales offices across the World ; . To support their growth GN has recently implemented a new supply chain system TXTDEMAND - part of the TXTPERFORM SCM suite. The £300 million headset manufacturer has rolled-out the new technology into its EMEA, US and APAC business units.

GN initiated a supply chain transformation program and started to design and implement solutions to support their business goals. The program focused on demand forecasting and planning, supply chain planning, manufacturing excellence, and new product introduction improvement. GN spent four months evaluating a number of potential software vendors before selecting TXTPERFORM. Their stringent selection process included several product presentations, detailed responses to their RFP and reference visits of organizations in the UK and Switzerland; producing Fashion accessories (Watches) and electronic media (CD's and DVD's) using TXT Demand. Like GN, these organizations were therefore also dealing with fast moving products and short life cycle with significant data sets.

The project "SNOOPY", Sales n' Operational Planning Year 2007 for the deployment of TXTDEMAND went live during the summer of 2007. The TXTDEMAND application is enabling the GN Supply Chain team to deliver a collaborative forecasting approach involving the Global Demand Planning team, the Global Marketing team and the Regional Demand Planning team in more accurately and more rapidly arriving at a consensus decision regarding the forecasted demand, region by region.

Allan Riis, Project Manager within Global Supply Chain at GN said "TXTPERFORM has proved to be an excellent choice for GN. Together we implemented the TXT DEMAND solution to meet our specific needs within a very tight timescale and resulting business processes and systems improvements are shortly expected to pay dividends with an increase in forecast accuracy."

ABOUT GN

GN is a world leader in innovative headset solutions through its Jabra brand. With 1,800 employees and sales offices around the world, GN develops, manufactures and markets a broad range of wireless headsets for mobile users and both wireless and corded headsets for contact centre and office-based users. GN's business activities also include its original equipment manufacturing (OEM) business. GN is listed on OMX The Nordic Exchange

ABOUT TXT GROUP

TXT e-solutions (www.txtgroup.com), is an international player in products, services and software solutions for Demand & Supply Chain Management and Multichannel Content Management. Listed in the TechStar and All Stars segments of Borsa Italiana (TXTS), TXT e-solutions employs more than 500 professionals. It has its registered HQ in Milan and offices in London, Paris, Lyon, Barcelona, Frankfurt, Chemnitz (Dresden), Halle(Leipzig), Haarlem, New York, Genoa, Turin, Vicenza, Bari, and Rome.

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