

## MEDIA RELEASE

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### **Logistics: Panalpina and RedPrairie enter into strategic partnership**

**Panalpina and RedPrairie have entered into a strategic partnership which enables Panalpina to utilize RedPrairie's comprehensive suite of powerful supply chain applications. With RedPrairie's proven technology and support services, Panalpina can strengthen its offering of Value-Added Logistics Services (VAS). The strategic partnership will allow Panalpina, a leading provider of supply chain solutions, to drive automation and efficiency within its Logistics product division.**

VAS plays an increasingly important role for providing customers with integrated supply chain services. By combining VAS with its Air and Ocean Freight services Panalpina is able to provide complete end-to-end solutions to its customers. "The RedPrairie suite gives us a global standardized platform for logistics and the ability to provide customized, flexible solutions for our customers in key VAS areas such as Inbound to Manufacturing, Production and Postponement Services and Distribution and Aftermarket Services," explained Mike Wilson, Panalpina's Global Head of Logistics.

#### **Flexible**

"Flexibility is a key part of our expansive technology offering," confirmed Mike Mayoras, RedPrairie's CEO. "Panalpina will be able to select from a wide range of solutions and services to meet its specific customer needs, benefiting from our powerful supply chain applications and our extensive know-how of supply chain processes."

#### **Solutions-driven**

"Panalpina is well positioned for continued growth in the logistics market place," said Panalpina's CEO Monika Ribar. "We have a global footprint, a 'blue chip' customer base and a clearly defined logistics strategy, which encompasses value-added services. We have built a strong, solutions-driven, global logistics team focused on execution. The partnership we now have with RedPrairie is the next step in the deployment of our strategy. RedPrairie has already established itself as a market leader. The suite of solutions we can now access coupled with our existing logistics tool set gives us a clear distinctive competence to offer the best possible solutions for our customers."

#### **Globally standardized**

Leveraging RedPrairie as a global standardized platform allows Panalpina to flexibly deploy supply chain applications to meet a wide range of customer-specific needs across all industries. Customers in high-tech, automotive and healthcare industries will be among the first to benefit from the company's latest investment in Logistics. Panalpina will utilize modules from across RedPrairie's product suite of Inventory Management, Transportation Management and Workforce Management applications. These solutions will allow Panalpina to efficiently track and manage inventory and to develop the most effective solutions to move goods through the entire supply chain while reducing cost and maximizing the performance of operations.

**About RedPrairie**

For more than 35 years, RedPrairie's best-of-breed supply chain, workforce and all-channel retail solutions have put commerce in motion for the world's leading companies. Installed in over 60,000 customer sites across more than 50 countries, RedPrairie solutions adapt to help ensure visibility and collaboration between manufacturers, distributors, retailers and consumers. RedPrairie is prepared to meet its customers' current and future demands with multiple delivery options, flexible architecture, and 24/7 technical and customer support. For a world in motion, RedPrairie is commerce in motion.

[www.RedPrairie.com](http://www.RedPrairie.com)

**The Panalpina Group**

The Panalpina Group is one of the world's leading providers of supply chain solutions, combining intercontinental Air and Ocean Freight with comprehensive Value-Added Logistics Services and Supply Chain Services. Thanks to its in-depth industry know-how and customized IT systems, Panalpina provides globally integrated end-to-end solutions tailored to its customers' supply chain management needs. The Panalpina Group operates a global network with some 500 branches in more than 80 countries. In a further 80 countries, it cooperates closely with partner companies. Panalpina employs approximately 15,500 people worldwide.

[www.panalpina.com](http://www.panalpina.com)

For more details, please contact:

Corporate Media Relations Manager

**Sandro Hofer**

Tel. +41 61 226 11 66

[sandro.hofer@panalpina.com](mailto:sandro.hofer@panalpina.com)

Global Head of Logistics Solutions

**Kerry Eby**

Tel. +41 61 226 12 40

[kerry.eby@panalpina.com](mailto:kerry.eby@panalpina.com)

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