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Since 2000, Lasso Technologies has been providing forecasting, tracking, and order fulfillment services to automotive industry suppliers. Today, Lasso has grown to offer a variety of products from cost-effective, fully-outsourced EDI solutions to custom software integration services.

Whether it's a straightforward web interface you need to manage material movement with your customers, or a custom solution to integrate with your existing ERP system, Lasso is the clear choice.

Now you can keep up with the Automotive Industry's adopted EDI standards without spending millions on IT infrastructure. There are many EDI options available, but few offer an *affordable* solution made *specifically* for the automotive industry.

Many companies offer large and expensive ERP/EDI systems that require a great deal of time and investment to implement. These types of systems are powerful to be sure, still many manufacturers find it difficult to justify spending so much when only a small portion of the total product is required.

And while other low-cost solutions exist, they are usually too broad and offer very little in the way of true integration. They become essentially just a generic mailbox, or little more than a place to drop-off and pickup unformatted data.

But Lasso provides a solution that meets both criteria: affordability *and* usefulness. That is because we focus *specifically* on serving automotive manufactures that require a solution that can grow with their business.

Save money by avoiding the errors that come from manual data entry. Let's face it, many companies still use faxes and paper to this day because it works. Even with all of the industry pressure in business to upgrade to automation, it's difficult to be motivated to do so if you are unable to see the benefits. How about this one? It saves money.

Every time data needs to be re-keyed, the potential for error increases. Errors mean delayed or incorrect orders, which quickly leads to a loss in customer satisfaction and confidence. EDI and automation saves money by avoiding the errors and resource costs that go along with manual data entry.

No hardware or software requirements means a low-risk solution. Look big without the need to be big. In today's world of outsourcing, there's no need to do *everything*. Why not maintain focus on the business of manufacturing, and not worry about IT integration?

There is no longer a need to spend all of the time and money it takes to build up an internal IT network with support. This old way of doing things leads to escalating financial risks and in the end, often fails to deliver. The alternative would be to start using Lasso's services right away for very little up front cost.

Complete Electronic Integration with your Customer

Your customers expect efficiency, and that means you need to be able to send and receive electronic data real-time. Shipping Schedules, Delivery Messages, and Shipping Notices are just a few of the types of messages that your customers are likely to require.

- Choose to send and/or receive virtually any kind of data
 - Messages are converted automatically to meet the individual standards for both you and your customer
 - Receive immediate notification when messages arrive
 - Messages can be formatted to appear in the same form as the paper documents you currently receive
 - Our components provide seamless integration with your existing systems and processes
 - Electronic automation processes reduce manual entry errors and save you money
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Expert EDI Knowledge & Services

Lasso *understands* EDI and even if you do not, your customer will never know. That's because you will have an integration specialist, and the power of our industry-standard infrastructure to represent you. Whether you have internal IT resources or none at all, we can provide the help you need.

- Our integration experts are there to answer any questions, and to monitor and protect the flow of your data
 - We can work with you, or directly with your customer to establish a solution that meets the data requirements for both parties
 - Your solution will meet all of the automotive industry standards such as UN/EDIFACT, ANSI X12, ODETTE, XML
 - Data translation services can be used to provide custom mapping between various data formats
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Industry Compliant, Enterprise Servers

Today, it's crucial to subscribe to the standards and practices of the automotive industry so that you remain competitive, and meet the demands of your customers. Our servers are available 24/7, and your data is monitored and protected through regular backup procedures.

- All you need is an Internet browser to control your data whenever you choose
- Fully authenticated, encrypted, and secure data transmission
- Servers provide common data transport mechanisms such as FTP, AS2, HTTP, EDI VAN
- Non-repudiation of messages means that both you and your customer will be assured your data arrives successfully
- Support for Value-Added Networks (VANs) such as GXS

How do we do it?

First, we will consult with you to understand your data needs. If you have an existing system that requires automated integration, we will analyze that as well.

Then we will examine your customer's data needs, and we will create the necessary transformation maps.

After that, we contact your customer to send some test messages. Once everything is running properly, we create an account for you to start performing real-time messaging, and we continue to monitor the system.

A typical solution usually involves the receiving of Shipping Schedules and/or Delivery Messages, and the ability to build and send Shipping Notices back to your customer. Additional document types are also available.

Try us with no risk or obligation.

Begin electronic integration with your customers today. Contact Lasso to set up your no risk, no obligation solution. If you are not completely satisfied after 2 months of use, we'll provide a full refund.

If you contact us before April 2010 and mention this publication, we will provide a consultation, one customer connection, and one document mapping free of charge.