

Subject: How

Dear Reader:

Here are the answers:

- How to enhance the value of your most valuable asset with electronic order management.
- How to improve profitability, productivity – and, vendor relationships.
- How to automate inventory management and improve reporting.
- How to drive costs from the supply chain while enhancing customer service
- How to cost-effectively implement vendor-managed inventory to delight your customers and erect high barriers to competition.
- How to use wireless technology to wring inefficiencies and costs from your supply chain.
- How to use new technology to maximize ROI from your legacy business systems.
- How XML works, where the technology is headed and what it means for your company.
- Why implementing a real-time integration solution is often a terrible waste of time and money.
- A view of the future of e-business from respected industry analysts and leading technologists.

Here is the question:

- What will you learn at Connecting Intelligence 2001: The EC Outlook Annual Conference and E-Business Forum?

You'll get insight and knowledge on all of the above topics and more when you participate in EC Outlook's upcoming conference. Plus, you'll be enlightened and entertained by Keynoter and former CNN anchor Lou Dobbs and treated to several wonderful events by your hosts – the fun and friendly professionals at EC Outlook.

Don't miss what promises to be one of the most fun and informative events of the year. Register now for this special, free conference to be held April 23 – 25 in Houston, Texas. It's easy. You can register online at www.ecoutlook.com/conference or if you prefer you can simply pick up the phone and call EC Outlook conference coordinator Travis Markwood at 888-376-1203 x 306.

Please take action soon though, because the March 30th deadline is fast approaching and it just won't be the same if you're not there.

See you in Houston in April!

Sincerely,
Randy James
Vice President of Marketing, EC Outlook