



Press Release

Global Market Development Center
1275 Lake Plaza Drive
Colorado Springs, CO 80906-3583

719.576.4260 **tel**
719.576.2661 **fax**
www.gmdc.org

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Contact: Mark Mechelse

GMDC ANNOUNCES NEW ASSOCIATE MEMBER AND SERVICE BENEFITS WITH TOOLSGROUP

Colorado Springs, CO – **The Global Market Development Center (GMDC)** announced on February 7, 2012 that ToolsGroup has joined the association and ToolsGroup’s supply chain planning software will be offered as a service within the “365 Days-of-Value” program that GMDC makes an accessible benefit to its entire member-base.

The 365 Days of Value Program is directed by the GMDC advisory board, and supports members throughout the year providing business services to both retailer/wholesaler and supplier companies. Currently the portfolio of services includes: product category and sales recap reports; an online membership directory; natural and specialty product sales data; product recall processing; logistics and sourcing solutions; online training; and a variety of other solutions that serve the needs of GMDC members.

With the addition of ToolsGroup as a member, GMDC is now able to offer an innovative partner that will help members achieve best-in-class inventory and service level performance – a necessity in today’s demanding business environment. ToolsGroup’s Demand-driven Supply Chain Planning (SCP) solution allows companies to control and manage volatile supply chains. Their reliable forecasts, along with optimized inventory and replenishment targets, deliver outstanding customer service, working capital efficiency, and profitability throughout the supply chain.

“ToolsGroup is a great fit for GMDC, and offers all the benefits that today’s companies are looking for regarding improving and automating planning processes in a competitive market that forces businesses to streamline and adopt customized solutions and decision-making” stated Mark Deuschle, Chief Marketing Officer at GMDC, upon the new membership and discussion with ToolsGroup in early January.

ToolsGroup is a global company, with headquarters located in Boston, MA and Amsterdam. As an expert in its industry, the firm offers software that analyzes demand history across multiple dimensions so clients achieve the most reliable forecasts and inventory targets for delivering service level excellence and driving their supply chains. The GMDC-sponsored services will span key supply chain planning areas such as [Demand Planning and Collaboration](#), [Demand Sensing](#), [Trade Promotion Forecasting](#) and [Inventory Optimization](#).

“We recognize that the “365 Days of Value” at GMDC is set to expand in a dramatic way in 2012, and we are dedicated to seeing the GMDC member base taking full advantage of the ToolsGroup services to bring sustainable business benefits to its members,” said Pat Smith, Vice President, North America for ToolsGroup.

For more information about ToolsGroup, please visit their website at www.toolsgroup.com.

About GMDC

The Global Market Development Center (GMDC) is the premier global trade association that promotes critical connectivity to grow and expand member companies by uniting members through business building events and opportunities and enriching their thinking through education and training; consumer and business insights; and information resources. For more information, please visit www.gmdc.org.