



# MaxEXP™ Establishes Standards for eCommerce Business Systems Integration

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*San Diego Media, Inc., a leader in eBusiness software solutions, releases advanced integration module for the MaxEXP platform*

PR9.NET May 29, 2007 - San Diego, CA - MaxEXP eBusiness Platform designer and developer San Diego Media recently announced the release of the MaxEXP™ Enhanced Integration Framework, a standardized and cost-effective integration capability for clients that enables connections of their existing business processes with those required to support an eCommerce environment. The Enhanced Integration Framework allows clients to transition more easily into a successful online-shopping offering by enabling them to connect their existing business systems so they are seamlessly integrated into their total eBusiness solution.

According to Andy Bray, Senior Vice President of San Diego Media, "While custom solutions are many times preferable over generic cookie-cutter shopping carts, the high costs and limited flexibility often associated with the integration of a Web site with legacy and third-party systems can become expensive and resource-intensive. Fortunately, the new MaxEXP Enhanced Integration Framework streamlines the interaction between systems, resulting in enhanced interoperability between order life cycle, inventory, and fulfillment management as well as other automation integration points."

According to Chris Kietzke, CEO of Professional Plastics, a long-time MaxEXP customer, "Only three to five years ago, the ability to tightly integrate a Web site and existing systems in a business was a competitive advantage enjoyed by only a select few companies. This integration has since become a competitive necessity. This new MaxEXP module establishes a standardized, cost-effective yet powerful integration which I can leverage to improve my business and reduce costs."

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## About San Diego Media

MaxEXP is San Diego Media's complete eBusiness system for midsize and large enterprises. Users of MaxEXP include a variety of manufacturers, distributors, and retailers. The open standards and modular architecture of MaxEXP ensures scalability and flexibility, with a lifecycle cost that is less expensive and more effective than traditional eBusiness solutions. At the same time, MaxEXP is designed to enable companies to leverage their existing systems and infrastructure as part of a total eCommerce solution. San Diego Media also provides a complete professional services offering by one of the leading teams of eBusiness specialists in the industry.

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