

Florida Crystals Corporation (FCC) drives organizational synergies with Zynapse' Integrated Master Data Management Suite

PRINCETON, N.J., August 4th, 2011 - Zynapse, a world leader in Master Data Management for ERP, today announced Florida Crystals Corporation, a leading producer and pioneer of the sugar industry in the United States, has selected Zynapse' Integrated Master Data Management Suite.

FCC and its affiliated companies required a Master Data Management solution to drive organizational synergies with recently acquired operations in Europe and Mexico. The aim was also to extend similar technology and benefits to many of its current manufacturing sites as well as any future global sites. FCC had an internal technology to manage materials & suppliers effectively and serve as a repository for their Item & Supplier Masters but lacked enterprise workflow management and the ability to handle complex data in multiple languages. This made it difficult for internal business and MDM end-users to finalize classification and enrichment of new part & supplier requests effectively. FCC wished to consolidate all of the enterprise information and efficiently manage suppliers & materials across global locations.

"Our intent is to streamline the data governance workflow across the organization to help us in classification, assignment and enrichment of new part and supplier requests. Zynapse' Artificial Intelligence based solutions with multilingual support, along with their deep industry experience, will add immense value to our MRO and overall strategic sourcing initiatives. In addition, we anticipate realizing business process efficiencies, data accuracy and compliance." said Peter Finley, Director of Supply Chain Services. "Zynapse' Integrity MDM suite offers a wide breadth of business and technical capabilities. We will leverage a Spanish and Portuguese GUI and data dictionary, automated classification and enrichment, personalized approval workflows and single sign-on with two SAP systems."

"Florida Crystals is another example of Zynapse' continued momentum across the globe which is attributed to our excellent data governance & workflow management, sound ERP integration capabilities and vast experience with ERP Challenges. We look forward to leveraging our cutting-edge MDM technology, with automated data cleansing, enrichment and harmonization, to assist FCC in achieving their business objectives and delivering an accelerated ROI from their SAP system." says Arthur Raguette, VP Zynapse.

About Florida Crystals Corporation

Florida Crystals Corporation is a fully integrated sugar producing company based in Palm Beach County, Florida. FCC, through its affiliates, farms sugar cane, rice, and other crops on approximately 180,000 acres in Florida and operates two sugar mills that produce about 600,000 tons of raw sugar each year. It also operates a sugar refinery, a rice mill, and a 140 megawatt renewable energy facility that recycles sugarcane fiber (bagasse) and urban wood waste to produce clean, reliable energy that powers our sugar operations and tens of thousands of homes.

FCC and along with its partner, Sugar Cane Growers Cooperative, owns American Sugar Refining, Inc. ("ASR"), the world's largest cane sugar producer with refineries in Louisiana, New York, Maryland, Canada, and Mexico. ASR also owns the C&H Sugar Company Inc., located in California, and who is a major supplier of sugar products in the Western United States. ASR recently acquired refineries in London and Portugal now operating as Tate & Lyle Sugars Limited. Tate & Lyle is the leading cane sugar producer in the European Union

Products of FCC, ASR and their affiliates are sold by Domino Foods, Inc. a sales and marketing cooperative, whose brand portfolio includes Domino®, C&H®, Redpath®, Tate & Lyle® and the Florida Crystals® natural and organic label.

About Zynapse

Zynapse is the first to offer Master Data Management services and solutions that bring real ROI and Business Value by focusing on the business use and application of organizational Master data. Zynapse uniquely offers end-to-end automated ERP MDM solutions driven by our suite of **Artificial Intelligence (AI)** based solutions and business roles and rules, easily configured to fit enterprise requirements for classification, enrichment, screens, fields, security, attachments, workflow approvals, languages and more.

Zynapse Harmony services prepare legacy data to become master data in its true sense assuring a de-duplicated, consolidated, classified, validated and standardized data set in the output formats needed for uploading into client's ERP and EAM systems and Zynapse Integrity On-going MDM suite.

Zynapse Integrity a bolt-on-ERP suite of easy-to-use On-going Master Data Governance repositories and processing solutions for on-boarding new enterprise asset information and maintaining current data for Items, Suppliers, Customers, and Financial information.

Leading global companies have chosen Zynapse solutions for the following reasons:

- End-to-end automated processes to harmonize & enrich historical master data
- Ability to ensure ongoing data integrity and data quality
- In-depth domain expertise and customer responsiveness
- Ability to handle huge volumes of data in multiple languages across multiple systems

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