

## **Zynapse exhibits at the 96<sup>th</sup> International Supply Management Conference**

**Orlando, Florida, April 27, 2011:** Zynapse - a division of Zycus that provides Master Data Management Solutions for ERP projects will be a key exhibitor at 96<sup>th</sup> International Supply Management Annual Conference by Institute for Supply Management's at booth number 315. The event will convene at Gaylord Palms Resort & Convention Center in Orlando on May 15-18, 2011.

This four day event will focus on creating tremendous opportunities for professional development, training and networking in the Supply Management space.

“Zynapse is proud to be a part of this significant event imparting best practices for Supply Management”  
Anurag Dixit, Vice President of Marketing at Zycus.

“Supply Management departments, large and small are dedicatedly looking for greater visibility into their ERP Master Data to have actionable and business ready information at hand. Procurement and Supply Chain champions have always been the business owners of material and supplier master data which facilitates better inventory control, supplier management and greater procurement effectiveness. To get the maximum ROI from enterprise initiatives like spend management or MRO - clean and consistent master data is a must.” Adds Dixit.

This knowledge sharing platform at ISM Annual Conference will include one-on-one interaction with the successful practitioners and experts, discussions on best practices in Supply Management, Risk Management, Supplier Development and Relationship Management, Logistics and Manufacturing along with idea exchanging sessions.

### **About Zynapse**

Zynapse, a Zycus division, is the Master Data Management (MDM) division of Zycus, which provides solutions for ERP projects. Zynapse is the only player to offer end-to-end automated ERP MDM solutions. Zycus' Artificial Intelligence (AI) driven automated solutions are used by more than 80 of the Fortune 500 customers to optimize their supply spend and supply management processes.

In recent years, many global organizations have taken initiatives to harmonize and manage their master data to ensure the success of their ERP consolidation/upgrade projects. After experiencing sub-optimal results with conventional approaches, an increasing number of Global 2000 companies are opting for Zynapse's cutting-edge automated solutions to ensure success of their MDM initiatives. For more detail visit [www.zynapse.com](http://www.zynapse.com)

**Zynapse, 103 Carnegie Center, Suite 117, Princeton, NJ 08540, Tel : 609-799-5664, Fax: 609-799-6047.  
[www.zynapse.com](http://www.zynapse.com)**

Press Contacts

Nupur Agrawal

PR & AR, Zynapse

Nupur.Agrawal@zycus.com

Direct: +91 9870701727