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### **Fast-Growth Technical Consultants Launch New Brand and Service Model**

**Denver, CO** — Integration Services Group, the technical consulting firm founded five years ago with offices in Denver and Chicago and dedicated to building electronic communities among trading partners, is launching its new business name and brand, Focused E-Commerce. The shift reflects the decision of company principals to exclusively focus on the connection of two top software solutions, the Gentrans family of products and Oracle e-Commerce Gateway. Focused E-Commerce, in taking this direction, will be their industry's only official Oracle partner to solely focus on the interconnection of these pieces. The decision is due to the reliance that businesses have on these software options for the function of their internal systems and electronic links to trading partners. In uniting under one roof solutions from two separate manufacturers, Focused E-Commerce says it now provides "real answers" that will save their clients time and money.

According to information gathered by Focused E-Commerce, in bringing together Oracle and Gentrans, the organization can save a company up to 58 percent in the amount of time needed to become electronically integrated with one new trading partner. Because the same work otherwise would be performed by two different consultants from different companies, Focused E-Commerce's figures show their technical consultants can perform the work in less than one-half the time required by their competitors.

The company officially will launch their new image September 12 in Orlando when the Oracle Applications Users Group presents Connection Point 2004, a conference of continuing education and networking. The conference will be held through September 15 at Walt Disney World's Swan and Dolphin Hotel. Information is at [www.oaug.org](http://www.oaug.org)

Focused E-Commerce's client base includes Under Armour, Subaru of America, Master Lock and Toni & Guy. The company's new Web site, also to be launched September 12, is at [www.focused-ec.com](http://www.focused-ec.com). For further information, telephone Focused E-Commerce at 303.859.1716.

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