

**WebOps™ Customer Wins Field Inventory Excellence Award**  
*Crosslink Orthopaedics uses WebOps Logistics to Optimize Inventory*

ATLANTA, GA (March 8, 2011) -- WebOps, the leading orthopaedic, spine, and trauma medical device logistics innovator, today announces that its customer, Crosslink Orthopaedics, was awarded the annual Field Inventory Excellence Award for its efficient use of consigned inventory.

Says Scott Vane, Crosslink's Director of Operations: "The keys to our success are the speed at which we can see our inventory availability and usage detail, and cover more cases with less inventory on hand. Our surgical case support has remained near perfect as we have continually improved on our inventory utilization."

Using WebOps Logistics™, Crosslink connects its field sales force to its support warehouses and inventory staff. In addition, surgical case requirements and inventory availability are synchronized by WebOps Logistics to maximize the operational tempo of Crosslink's deployed inventory and instrument assets. Directly from the operating room, the sales team scans into WebOps Logistics actual products implanted, which then allows customer service and warehouse representatives to accelerate replenishment, billing and redeployment of unused assets to subsequent surgeries, accelerating order to cash.

"WebOps Logistics is the only tool built for the medical device industry that provides real-time inventory visibility from across all operating areas so companies can make smart decisions about strategically managing their inventory and instruments," says Amin Rahme, CEO of WebOps.

WebOps Logistics is specifically designed as a native application that works online and offline with smartphone devices, operating on iPhone, iPad, Blackberry, and Palm devices as well as via a browser on netbooks, laptops and desktops. The WebOps Logistics Android application is currently in development, scheduled for release in the second quarter of 2011. Now anyone with virtually any platform can improve their medical device and instrument inventory management, visibility and traceability capabilities.

**ABOUT**

**CROSSLINK ORTHOPAEDICS, LLC**

Crosslink Orthopaedics is Stryker's largest sales and distribution agency in the continental US, serving Georgia, South Carolina, and a portion of northern Florida. As an agency of Stryker, Crosslink provides orthopaedic and spine medical devices and related products throughout their territory. In addition, Crosslink supports doctors during surgical procedures.

**ABOUT**

**WEBOPS, LLC**

WebOps is a privately-held technology company founded in 2005. WebOps was conceptualized by medical device industry leaders with decades of deep domain expertise and a clear understanding of the inherent challenges of managing the medical device supply chain. WebOps serves medical device manufacturers, distributors, hospitals and surgeons, who work in orthopaedics, spine, sports medicine and trauma. WebOps uses a web-based collaborative workflow approach to daily operations that enables a wide-angle view of

multiple case schedules, individual physician preferences, and an abundance of innovative tools for inventory visibility, control and optimization. WebOps is headquartered in Atlanta, Georgia.

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