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## **Anixter Manages Complex Product Data in Multiple Languages with Silver Creek Systems**

*Breakthrough technology saves time and money in product data standardization, enrichment and translation for global distributor*

**LOUISVILLE, Colo. – July 26<sup>th</sup>, 2005** – Silver Creek Systems, a provider of enterprise data usability solutions, is bringing breakthrough technology and capabilities to Anixter International, the world’s leading distributor of communication products, electrical wire & cable and a leading distributor of fasteners and other small parts to Original Equipment Manufacturers (“OEMs”). Anixter is using the DataLens™ System from Silver Creek Systems to standardize, enrich and deliver multi-language translations of their large and ever-changing product list.

Anixter sells over 275,000 different products from over 3,000 suppliers – each of whom deliver their product information in different formats and standards. To be usable, Anixter must standardize this disparate data into a single, cohesive and searchable list. For Anixter, as for many distributors, this is a complex and time consuming task – a problem amplified for Anixter by their need to present their catalog in multiple languages for their global customer-base.

“High quality product data is very important to our business. As we expand our product offerings, we see product data changing more frequently and having to be presented in many different formats and languages,” said John Ozsvath, vice president of eCommerce Systems at Anixter. “Silver Creek Systems allows Anixter to apply automation to build much more consistent, more accurate and more timely product information and to do so in multiple languages at a fraction of the cost of any alternative approach.”



The DataLens System uses breakthrough Data Refraction™ technology to deliver usable data on demand. For Anixter, this means that they can rapidly standardize product information from thousands of suppliers using thousands of different standards. By understanding the incoming product information in context, product descriptions can be standardized simultaneously in English and any desired language.

“One of the great advantages of using the DataLens System is that after having built the knowledge into our system, it is reusable. We have already used Silver Creek Systems to quickly cleanse and standardize product data from past and present acquisitions which saves us time and money,” continued Ozsvath.

When they acquired another company, Anixter used the DataLens System to complete the conversion of thousands of product descriptions, including part numbers, keywords and product attributes and rewrite them into the Anixter format – saving significant time and money and enabling the systems integration to move ahead smoothly.

“As the world grows more interconnected, companies like Anixter have to be expert at integrating data from disparate sources, and presenting the information in any format and any language for a global audience,” said Barbara Mowry, CEO of Silver Creek Systems. “We are pleased to work with leaders such as Anixter – enabling them to succeed with some of the toughest data integration challenges in the industry.”

### **About Silver Creek Systems**

Silver Creek Systems, based in Louisville, Colo., is a leading enterprise data usability solutions provider. Based on Data Refraction™ technology, the DataLens™ System from Silver Creek Systems resolves data incompatibility and delivers usable data for connecting the enterprise. From data standardization to item matching, attribute extraction to categorization and language translation, the DataLens™ System delivers a breakthrough in data usability to help improve business performance. For more information visit [www.silvercreeksystems.com](http://www.silvercreeksystems.com)

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