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**Respected Industry Analyst Identifies Semantics  
as Vital to High Quality  
Product Information Management**

*Philip Howard of Bloor Research Cites Silver Creek's DataLens™ Solution  
As Unique In Assuring High Quality Product Databases For  
Enterprises, Web-Reliant Retail and Product Distribution*

**Westminster, Colo. – May 30, 2006** – Enterprises, web-reliant retailers and product distributors are finding that traditional methods of product database creation and management cannot provide the high quality product information that is essential to their success and survival. This data quality shortfall in supply-chain integration, mergers and acquisitions, online search enablement, master data management (MDM) and product information management (PIM) results in lost revenues and operational inefficiencies.

“There is a much greater requirement today to share product information within supply chains and for e-commerce,” said Barbara Mowry, CEO of Silver Creek Systems.

“Product data now comes in so many complex shapes and forms that without the right technology, it is very difficult to identify and store it in a way that ensures real time consistency and accuracy. Whether it’s finding all of the long-sleeved blue shirts on a department store website, or determining if the right electrical resistor requested by a customer is in inventory, accurate and complete product data is essential. PIM and MDM systems were poised to be 'the next great thing' in data integration and management, but their implementations falter due to the complexity and variability of today’s product data. Silver Creek now fills that void.”

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Philip Howard, the director of technology research for Bloor Research, and a respected industry analyst, has investigated different approaches to ensuring data quality. For complex, attribute-rich product data Howard recommended a move away from the traditional reliance on statistical methods in favor of more powerful, semantically-based approaches. Howard wrote that he knew of no other vendor that could match Silver Creek Systems' DataLens solution in its ability to manage the complex data involved in product information management (PIM) and associated areas of master data management (MDM).

“Traditional approaches to this sort of matching use a statistical methodology: that is, you look for patterns within the data,” states Howard. “The problem is that with product and similarly complex data derived from diverse sources, the data is all intermingled and it is difficult to extract relevant patterns,” Howard writes. “While there are some relatively simple product-based environments in which traditional methods can work well, in more complex situations involving such things as electrical components, electronic consumer goods (for example, digital cameras), office supplies, computer ancillaries and cables, even land title documents, success rates are seldom above 50%.”

“Silver Creek's product is called the DataLens System, and it includes facilities to support semantically-based content profiling (that is, classifying records into content groups), standardization (enforcing standards and normalizing content), attribute identification, classification (aggregating data into taxonomies and schemas) and internationalization (so you can have Spanish, Russian and other versions of the catalogue),” Howard continued. “The software can also operate in either real-time or batch mode, as appropriate.”

Howard ended his discussion of the Silver Creek Systems product with a strong recommendation.

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“I am not going to mince my words about the DataLens System: if you have a complex matching problem that goes beyond conventional name and address matching (not necessarily for products), then you must talk to Silver Creek Systems.”

The full report can be found on the Silver Creek website at  
[http://www.silvercreeksystems.com/docs/reprint\\_Bloor\\_analyst.pdf](http://www.silvercreeksystems.com/docs/reprint_Bloor_analyst.pdf)

### **About Silver Creek Systems**

Silver Creek Systems, based in Westminster, Colo., is the only provider of solutions that ensure the highest levels of data usability and quality in data repositories, PIM systems and on retail web sites. Based on Data Refraction™ technology and Precise Semantic Identification™, the DataLens System from Silver Creek Systems resolves data incompatibility and delivers high quality, 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 that helps improve business performance. For more information, visit [www.silvercreeksystems.com](http://www.silvercreeksystems.com)

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