

**Contacts:**

Jim Kendrick  
Metzger Associates  
303-786-7000 ext. 2220  
[jim@metzger.com](mailto:jim@metzger.com)

Martin Boyd  
Silver Creek Systems  
720-304-9828 ext. 310  
[mboyd@silvercreeksystems.com](mailto:mboyd@silvercreeksystems.com)

## **Silver Creek Systems Resolves Product Database Integration Issues, Bringing Data Quality and Usability to Distributors**

*New data integration techniques for complex and variable product data deliver major business advantage for distributors*

**LOUISVILLE, Colo. – December 14<sup>th</sup>, 2005** – Distributors feel the pain of inconsistent and missing data more than most companies. The need to manage large volumes of complex product data is a fact of life for distributors, but it is an expensive one both in terms of dollars and time. Analysts estimate that American companies spend many billions of dollars each year on data integration workarounds, but the corresponding cost of lost opportunities runs much higher – especially in the distribution and supply chain channels. Distributors have long been forced to accept these issues as necessary evils without a viable solution.

A core challenge for any distributor is to take constantly changing product information from hundreds of suppliers and use it to match the needs of thousands of customers – all of whom may specify products in slightly different ways. Traditional data integration techniques can work well with simple data in a defined format, but when the data is more complex and variable – such as with product information – recognition rates plummet and human review is usually required to decipher the problem data.

Silver Creek Systems, a provider of data usability solutions for the enterprise, resolves distributors' long-standing and costly data quality problems and automates the system-level understanding and standardization of complex product data.

Silver Creek Systems provides distributors with breakthrough technology to restructure their product information to deliver usable data on demand. That is, to standardize, localize and enrich their product data whenever and wherever it is needed. With this capability, distributors can enable many processes that are today either incomplete or impractical. All of which can significantly improve customer service and increase revenues:

By populating their master file with usable data, distributors can

- Publish an easy-to-use, searchable website
- Manage inventory across multiple sites
- Publish customer-specific catalogs
- Publish product information in multiple languages

By standardizing incoming customer requests, distributors can

- Respond quickly and thoroughly to customer requests for quote (RFQs)
- Offer alternates when the requested item is unavailable

In addition, with the ability to deliver usable data on demand, distributors can also load and synchronize their data, inside and outside their company, via Product Information Management (PIM) and Master Data Management (MDM) systems.

“Most distributors have lived with these data quality and usability problems so long that they have come to think of them as unsolvable – and that misconception can cost them many millions of dollars per year,” said Barbara Mowry, president and CEO of Silver Creek Systems. “Not only is there now a solution available, but leading distributors across many industries are now adopting it and building competitive advantage. Distributors who want to remain competitive should carefully examine how more usable data can improve their customer service and bottom line.”



The DataLens™ System from Silver Creek Systems uses groundbreaking semantic integration technology to mimic the human brain's high-level, context-based processes for making sense of information. Based on semantic modeling and expert system techniques, semantic integration is increasingly being viewed as the next generation of data integration, especially for complex and variable data – which is the primary challenge faced by many distributors.

**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/distributor](http://www.silvercreeksystems.com/distributor)

###