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Silver Creek Systems Noted in Product Information Management Magic Quadrant

LOUISVILLE, Colo. – Jan. 10, 2006 – Silver Creek Systems, a provider of enterprise data usability solutions, was noted in Gartner’s *Magic Quadrant for Product Information Management 2005*, published Dec. 30, 2005 by Gartner Analyst, Andrew White.

PIM data issues plague all industries, but are particularly important for anyone with high data volumes that require complex attribute-based search and matching.

“Organizations struggle to gain a consistent, complete and accurate single view of the products they manufacture or handle for operational and analytical purposes. This reduces the effectiveness of individual departments that need such data,” said Gartner Analyst Andrew White in his research, *Magic Quadrant for Product Information Management 2005*. “Several vendors and technologies are on the periphery of the PIM market in that they help customers achieve a single view of product but not necessarily via PIM functionality.”

As one of these listed vendors, Silver Creek Systems’ DataLens technology helps achieve a single view of the product extremely quickly via the setting of user-specified business rules that are used to filter and match data.



“The ability to better manage complex product information improves customer service, improves search, and makes it possible for a company to add hundreds of millions of dollars to its bottom line,” said Barbara Mowry, president and CEO of Silver Creek Systems. “For example, with Silver Creek Systems, a \$13 billion distributor with 2.5 million parts in its master catalog was able to standardize its product information and significantly increase its product data match rate on demand for quote fulfillment which resulted in a significant increase in revenue.”

PIM systems aggregate rich product information from many systems to keep product information consistent and up-to-date. This benefits an organization by providing a single, standard source of product information both internally and across trading partners – provided they can load the system with consistent, standardized and attribute-rich product data.

“The irony of PIM is that it is a solution to the problem of synchronizing product data across many systems and companies, but without the ability to load, search and publish clean, well-structured product data in the first place, any PIM initiative will be much less effective in delivering value. That’s where Silver Creek Systems can help,” said Barbara Mowry, CEO Silver Creek Systems.

Silver Creek Systems’ DataLens™ System uses semantic-based technology to resolve data incompatibility and delivers usable data in any required form – standardized, localized and enriched – ready for loading into a PIM system, allowing the PIM system to deploy more quickly, and operate more effectively. In addition, the DataLens System can improve search, navigation and custom publication – all of which are important complementary functions to a PIM system.

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“Traditional technology uses pattern-based techniques for data quality, but they are not good at dealing with the complexities of product data. Our DataLens System uses Precise Semantic Identification to standardize, enrich and localize complex product data so it is usable for PIM systems,” continued Mowry.

For more information please visit <http://www.silvercreeksystems.com>

About Silver Creek Systems:

Silver Creek Systems, based in Louisville, Colo., is a leading provider of enterprise data usability solutions. Based on Data Refraction™ and Precise Semantic Identification™ technology, the DataLen™ 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 DataLen™ System delivers a breakthrough in data usability to help improve overall business performance. For more information, visit www.silvercreeksystems.com

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