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Silver Creek Systems Delivers Solution to Integrate Disparate Data Across the Enterprise with DataLens™ System Version 3.0

Breakthrough Technology Solves Data Incompatibility Problems Across the Enterprise

LOUISVILLE, Colo. – Apr. 12, 2004 – Silver Creek Systems, a provider of enterprise data usability solutions, today announced the general availability of its flagship DataLens™ System, Version 3.0, enabling the standardization and integration of disparate data sources. Silver Creek Systems solutions solve the most complex data usability problems – those in highly variable unstructured and semi-structured data such as product data – that prevent effective data integration and stifle enterprise productivity.

The data held in disparate applications across the extended enterprise is growing at record rates, but incompatibilities in the data often "roadblock" key business initiatives, such as supply-chain integration, business intelligence and business system consolidation. Data incompatibility causes millions of dollars in IT workarounds, and hundreds of millions of dollars in inefficiency and lost opportunities.

"We are hearing from more and more companies, that they are overwhelmed with the problem of incompatible data", said Barbara Mowry, CEO of Silver Creek Systems. "They have to integrate their businesses and have more available data than ever, but most of the data is incompatible. The DataLens™ System allows companies to standardize these disparate sources and build an on-demand capability to transform the data into any format necessary for enterprise integration."

The Silver Creek System uses breakthrough, patent-pending technology to resolve enterprise data incompatibility issues, allowing enterprises to standardize, match and merge complex and variable data from disparate sources – whether originating from inside or outside the enterprise.

Specific capabilities featured in this release are;

- Rapid capture of subject-matter expertise – The DataLens System uses intuitive drag-and-drop interface along with learn-by-example data sampling, learning convergence, real-time visual feedback and multi-user knowledge management access to ensure that all types of data across the enterprise can be quickly understood and transformed.
- Complex semantic transformations – The DataLens System has multiple transformation capabilities based on a deep semantic understanding of the data source, including transformation to any ‘standard’ form, classification, attribute enrichment, language translation and item matching.
- Enterprise deployment – The DataLens System may be deployed as a scalable web-service for on-demand operation.

“Data incompatibility is invariably the hardest part of any system integration project,” said Ed Green, Chief Technology Officer at Silver Creek Systems, “With DataLens business users can drive standardization from any source and allow integration across the enterprise and across the supply-chain for competitive advantage.”

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

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