

## ANNOUNCEMENT

### **NEW BENCHMARK SURVEY OFFERS KEY INSIGHTS ON PRODUCT INFORMATION MANAGEMENT BUSINESS AND TECHNOLOGY TRENDS**

*Discover a Six-Step Approach for Adoption of PIM Technology Based on the Research Results and Experiences of the Most Successful Companies that Manage Product Information*

**November 7, 2007** —Ventana Research, the leading Performance Management research and advisory services firm, recently conducted an independent research benchmark study into business and technology trends around Product Information Management (PIM). The results have just been released and deliver some very useful insight into the needs, practices, and challenges faced by companies implementing PIM or any form of product data integration. The survey and subsequent report was commissioned by Silver Creek Systems®, a pioneer and leader in enterprise product data solutions.

“Most businesses today rely on a complex array of enterprise applications and information systems. Each application or system has specific functionality and handles data about products or materials in its own way, stores it in a separate data store and may be unable to exchange and synchronize the data with other systems. The result is inconsistency in product data across the organization,” states the opening paragraph of the report. “Disconnects between applications and inconsistency in product data can have costly impacts on a company.”

The research found that most companies find it hard to perform the basic task of product information management — to standardize product information into a complete, consistent, and reliable form. It also reveals that managing product data is a cross-functional responsibility—and worry. The results indicate that:

- Product data is widespread but a majority of companies believe it unreliable — 80% of the respondents are not confident in the quality of their product data.
- A majority of companies struggle with the basics of PIM —73% of the respondents find it difficult or impractical to standardize their product data.
- Traditional methods (spreadsheets, CDI and BI software, 3<sup>rd</sup> party content providers) do not work —of those who said they are not satisfied state that the results are “unreliable” (75%); 64% complained that results “come too slowly”; and 57% complained that the process is “too expensive.”

In addition to the key insights above, this report includes a six-step approach for companies considering adoption of PIM technology that is based on the research results and experiences of the most successful companies that manage product information.

The report, *Product Information Management: Business and Technology Trend*, is available at <http://www.silvercreeksystems.com/resources-request>.

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### **About Ventana Research**

Ventana Research is the leading Performance Management research and advisory services firm. By providing expert insight and detailed guidance, Ventana Research helps clients operate their companies more efficiently and effectively. We deliver these business improvements through a top-down approach that connects people, processes, information and technology. What makes Ventana Research different from other analyst firms is our focus on Performance Management for finance, operations and IT. This focus, plus research as a foundation and reach into a community of more than 2 million corporate executives through extensive media partnerships, allows Ventana Research to deliver a high-value, low-risk method for achieving optimal business performance. To learn how Ventana Research Performance Management workshops, assessments and advisory services can impact your bottom line, visit [www.ventanaresearch.com](http://www.ventanaresearch.com).

### **About Silver Creek Systems**

Silver Creek Systems puts companies in control of their product data through applications that provide data visibility and automation of key processes. Patented semantic technology and advanced workflow management deliver a full range of solutions across data domains – from initial clean-up and standardization to enrichment, re-purposing and systems consolidation including ongoing governance. The ability to systematically deliver complete, correct and consistent data from any source to core enterprise applications such as search, merchandising, PIM, MDM, ERP, PLM and GDSN substantially increases ROI – driving revenues, reducing costs and risks. Market-leading companies in retail, distribution, manufacturing, high tech, healthcare, telecom, energy and more use the company's DataLens™ Applications to increase the value and usability of their data. For more information, visit [www.silvercreeksystems.com](http://www.silvercreeksystems.com).

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