

Datanomic's dn:Director Sanctions & PEP Screening Software Named As Finalist for Data Strategy Award

Submitted by: Devonshire Marketing

Monday, 18 August 2008

One of Industry's Most Widely Adopted Screening Software Providers Shortlisted for 'Best Data Enhancement Service'

Know-Your-Customer and Anti-Money Laundering specialist, Datanomic Ltd, today announced that its dn:Director Sanctions & PEP (Politically Exposed Persons) Screening software has been shortlisted for 'Best Data Enhancement Service' in the 2008 Data Strategy Awards.

The award category 'Best Data Enhancement Service' is awarded for the service offering the best provision of additional data variables and fields using innovative data sourcing or compilation or matching techniques. Datanomic's dn:Director Sanctions & PEP Screening software enables organisations to rigorously, accurately and systematically identify heightened risk entities within their customer base(s). It relieves the burden of manual or semi-automated client screening by enabling automated screening in an easy-to-use/easy-to-implement solution purpose-built for Compliance.

"Our Sanctions & PEP Screening software has rapidly become the industry's platform of choice, and is currently used by fifty percent of the UK's top ten asset management firms, along with the UK's largest VC/Private Equity firm and the largest Financial Third Party Administrator in the UK, as well as numerous other organisations across the world," said Dr Jonathan Pell, CEO of Datanomic. "We're delighted to be recognised in the Data Strategy Awards shortlist, and look forward to delivering even greater functionality to the market as we continue to develop and invest in enhancing our research and development."

Datanomic has provided screening software for approximately one billion customer records to date, and is the trusted platform of choice in the financial services market to help mitigate risk, avoid multi million pound fines, and help safeguard the reputations of some of the world's most respected companies. Datanomic's anti-money laundering solution is now installed across the four continents of Europe, Africa, Asia and the Americas. Furthermore, market penetration has now expanded outside of the traditional financial services sector and now includes large customer implementations in the mobile money sector with Vodafone - the largest mobile money brand – and is also rapidly gaining market share in other industry sectors.

In addition to significantly reducing complexity and administrative overhead, Datanomic's dn:Director Sanctions & PEP Screening software delivers industry best practice, providing a base from which management can develop tailored policies and procedures appropriate to their business. By reducing the amount of manual matching required, Datanomic's solution frees up resources to focus manual effort on more complex tasks. Moreover, improving the effectiveness of enterprise data applications further enhances corporate performance and competitive advantage.

The 2008 Data Strategy Awards are designed to recognise the value of individuals and companies who are supporting the steady transformation of UK businesses into information-driven enterprises. Data governance, quality, compliance and management are central to empowering businesses to mitigate risk and

act with confidence. The winners of the awards will be announced on Thursday 23 October 2008 at The Royal Lancaster Hotel in London.

About Datanomic

Datanomic's holistic approach to data quality enables its growing list of European and North American blue chip clients to rapidly achieve a Return on Investment by exposing and correcting deficiencies in information the business relies upon. Our clients come from a wide spectrum of industries including financial services, telecommunications, government, healthcare, utilities, professional services and engineering.

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