

Business & Decision and Orchestra Networks Team in a Strategic Partnership over Master Data Management

Submitted by: Orchestra Networks UK

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Paris, February 18, 2009. Business & Decision, international Consulting and Systems Integration (CSI) company and Orchestra Networks, leading provider of Master Data Management (MDM) Software, announce the completion of a partnership agreement covering the European and North American regions.

This agreement aims to provide businesses with complete Data Governance and Master Data Management solutions. It falls in line with Business & Decision's recently created "Enterprise Integration Management" (EIM) practice.

The fifteen countries included in this integration agreement are: France, Belgium, Luxembourg, Holland, the USA, Canada, the UK, Russia, Italy, Spain, Israel, Germany, Ireland and Romania.

"Business & Decision is one of the first integrators to have developed an Information Management-specific expertise area. Hence, an exclusive partnership with them seemed only natural." comments Christophe Barriolade, CEO Orchestra Networks. "Moreover, thanks to B&D's international presence, this partnership will help us to extend our global coverage."

"Due to customer requirements and the growth potential of this market segment, the development of our Master Data Management skills is of primary importance to the Group." adds Patrick Bensabat, CEO Business & Decision.

This alliance includes a distributor agreement, enabling Business & Decision North America to market and support the Orchestra Networks EBX.Platform in the United States and Canada.

"We are extremely pleased to be expanding into the North American market with Business & Decision, a widely recognized player in the data management and integration field." states Paul Billingham, Business Development Director, Orchestra Networks.

Robin Kearon, North America CEO of B&D comments: "The potential for MDM is significant and highly complementary to our existing specialist skills in BI, ERP and CRM. As a result, we are taking the next logical step and extending our portfolio to include Master Data Management."

About Orchestra Networks

Founded in 2000 and headquartered in Paris, Orchestra Networks is a leading and independent software vendor supplying the first truly model-driven master data management software solution. Its EBX.Platform provides clients with the capability to take control of their master and reference data providing significant data governance capabilities. Orchestra Networks has been named "Cool Vendor in Master Data Management, 2008" by Gartner. For more information, email info@orchestranetworks.com or visit www.orchestranetworks.com.

About Business & Decision

Business & Decision is an international Consulting and Systems Integration (CSI) company. It is a leader in Business Intelligence (BI), and Customer Relationship Management (CRM) and also a major player in e-Business and Enterprise Information Management (EIM) contributing to the success of customer projects by driving maximum business performance. The company has a reputation for functional and technological expertise and has forged partnerships with all of the key technology vendors. Located in 20 countries, Business & Decision currently employs more than 2800 people worldwide. Additional information is available at www.businessdecision.com.