Datanomic Positioned in the "Visionaries" Quadrant of the Magic Quadrant for Data Quality Tools

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Evaluation Based on Completeness of Vision and Ability to Execute

Cambridge, UK, [15 June 2009] – A leading European provider of fit-for-purpose Data Quality solutions, Datanomic, today announced its positioning by Gartner, Inc., in the "Visionaries" quadrant of the "Magic Quadrant for Data Quality Tools."i

In the report, which includes a full assessment of fourteen international providers of data quality solutions based on completeness of vision and ability to execute, Gartner defines "Visionaries" as organisations that "demonstrate a strong understanding of current and future market trends and directions, such as the importance of ongoing monitoring of data quality, engagement of business subject matter experts and delivery of data quality services. They exhibit capabilities aligned with these trends, but may lack the market presence, brand recognition, customer base and resources of larger vendors."

"We are delighted to have been acknowledged as a visionary in this report," said Dr Jonathan Pell, CEO, Datanomic. "We believe it recognises the innovation and investment we've made as a company in our software and in our increasing penetration and adoption into international markets. The release of our latest version of dn:Director this summer will be testament to our continued commitment to providing the most innovative and flexible data quality and integration solutions."

"The market for data quality tools is of moderate size (estimated at between $400 million and $500 million at the end of 2008), and during the next few years is expected to experience stronger growth than many other software markets." Moreover, "much of the innovation continues to come from outside the US." Gartner, Magic Quadrant for Data Quality Tools, 2009.

Datanomic's award-winning data quality solution, dn:Director, provides a single, unified platform that enables both business and IT personnel, such as data stewards, business analysts and owners of data, to identify and rectify compromised data which can place operations at risk. The latest version, dn:Director 7.2, due for release in July, features a role-based, tailorable user interface which builds upon the already fully integrated, end-to-end data quality software.

"Datanomic will continue to deliver innovative software and solutions that address the very real business challenges presented by poor quality and disjointed data. We will further enhance our market position by continuing both international expansion and vertical market growth through our rapidly expanding partner network," said Pell.

About Datanomic
Datanomic's holistic approach to delivering fit-for-purpose data and screening accuracy enables its growing list of blue chip clients around the world to achieve a rapid Return on Investment, by exposing and correcting deficiencies in information their businesses rely upon, and by discovering potential regulatory and legislative compliance data issues in line with proactive risk management. Our clients

come from a wide spectrum of industries including financial services, telecommunications, government, healthcare, utilities, professional services and engineering.

About the Magic Quadrant
The Magic Quadrant is copyrighted 2009 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

i Gartner "Magic Quadrant for Data Quality Tools", by Ted Friedman, Andreas Bitterer, June 2009.

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