

Datanomic Signs Global Partnership Agreement with Initiate Systems to Deliver Enterprise Data Quality & MDM Solutions

Submitted by: Devonshire Marketing Consultants Limited

Monday, 27 July 2009

dn:Director to Extend Capabilities of Initiate's Portfolio, Providing Competitive Advantage, and Improvement of Data Assets for MDM customers

Data Management and Compliance Screening specialists, Datanomic, today announced a global partner alliance with Initiate Systems, Inc., a leading provider in multi-domain master data management (MDM) solutions that enable information sharing and improved data quality. Initiate will resell Datanomic's dn:Director software platform as part of its data quality suite. The partnership enables Initiate's customers to purchase an integrated MDM and enterprise data quality management suite from a single vendor.

The Datanomic dn:Director platform is designed to allow business users to rapidly identify and resolve issues within any type of data from anywhere within the organisation (including product, address, transaction and customer, citizen or patient data) making it fit for the desired purpose. Its comprehensive data management capabilities protect the integrity of the data going forward, supported by batch or real-time data quality performance monitoring and web-based KPI publishing. Fit-for-purpose data significantly benefits decision support systems and applications, improves the effectiveness of new system implementations, including master data management, regulatory compliance, customer relationship management, enterprise resource planning and business intelligence.

The combined dn:Director and Initiate Master Data Service® solution enables organisations to effectively unlock the full value of their data assets. Initiate's customers can create an accurate, complete view of specific types of information from data dispersed across multiple databases, application systems and even facilities, to deliver a reliable, real-time, comprehensive picture of any individual or entity.

Tony Ellis, Head of Information Technology at the London Borough of Brent in the UK, uses the combined solution to power the cross-council Client Index which consolidates data from a wide range of council back-office systems to build a single view of its citizens.

"The Initiate and Datanomic joint solution is fundamental to improving London Borough of Brent's customer service. Consolidated, comprehensive and accurate data is vital in both our deployment of citizen-centric services and compliance with governmental legislation," says Ellis. "As the council undergoes an ambitious service wide transformation the Client Index is a real enabler for more efficient service provision. Bottom line benefits are already being achieved in areas like internal information sharing, licensing, provision of child care and increased fraud detection. In September the system will be integrated into our new CRM system providing staff with the accurate customer information needed to provide a high quality of customer service," Ellis added.

Recognising the synergy between the two organisations' products and methodologies, Dr Jonathan Pell, CEO, Datanomic, identified the benefits to the customer of a shared approach.

"This partnership brings together two market leaders in data quality and MDM who understand the

business pain points and challenges faced by organisations every working day when dealing with the issues of data integrity,” said Dr Pell. “Together, we deliver a solution to meet specific businesses requirements to ensure organisations can approach data quality issues both holistically and pragmatically.”

Initiate Systems’ Vice President of Business Development, Sean Cassidy said interoperability between the Initiate Master Data Service® and Datanomic dn:Director™ can accelerate the deployment of a comprehensive MDM solution and the realization of business value for deploying enterprises.

“We are excited to welcome Datanomic to our data quality programme,” said Cassidy. “The combined Initiate Master Data Service® platform and Datanomic dn:Director solution gives our customers a compelling new option for integrating master data management and data quality technologies. Datanomic dn:Director brings innovative new capabilities to our platform and enables us to bring solutions to market that deliver enhanced business value to our customers.”

About Initiate Systems

Initiate Systems enables organizations to confidently share critical data assets. Multinational corporations, healthcare organizations and government agencies rely on Initiate® software and services to deliver complete, accurate and real-time views of data spread across multiple systems, domains or databases. Initiate’s multi-domain master data management (MDM) solutions facilitate interoperability, information sharing, entity resolution and data quality to increase revenues, reduce costs and mitigate risks. Initiate operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and in Toronto, London and Sydney. For more information, visit www.Initiate.com

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. For more information, please visit: www.datanomic.com

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