Datanomic to Exhibit at the TDWI World Conference 2010 San Diego, August 15-20, 2010

Submitted by: Devonshire Marketing Consultants Limited

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Free QuickStats Workshop Assessment for Selected Organizations Attending the Event

Cambridge, UK – 22 July 2010 – Enterprise data management and compliance specialist, Datanomic, will participate as an exhibitor at the TDWI World Conference 2010 (http://tdwi.org/SD2010) at the Manchester Grand Hyatt San Diego, August 15-20, 2010 (Booth 408). Datanomic will be showcasing the company's collaborative and single view approach to data management, built on the core functionality of dn:Director, helping data stewards and data analysts to seamlessly resolve issues with data consistency and standardization that underpins business-critical applications.

"Most organizations are still struggling with inaccurate or incomplete data spread across disparate silos and systems. Despite investing in Business Intelligence, Master Data Management and Data Warehouse technologies, many have not solved the existing underlying data problems around Single Customer View," said Jeremy Lovett, Vice President Data Management Applications for Datanomic. "However, achieving a single view of customer data not only increases customer service levels, but also de-risks data migration projects. Datanomic's dn:Director software sits on top of solutions such as Master Data Management and Business Intelligence, allowing organizations to orchestrate how business rules and data governance should be implemented, saving considerable manual time and effort through its automation."

Datanomic's Enterprise Data Management software, dn:Director, helps global organizations improve operational performance, maintain regulatory compliance, streamline business processes, minimize risk and seize more opportunities. dn:Director's flexibility and ease-of-use enables business owners of data and technical teams to collaborate on business-critical data issues, identifying and eradicating problems in customer, financial and product data, across any database, via a central console.

Datanomic is offering the chance to request a free QuickStats Workshop to gain an understanding of your company data, and how to improve its fitness-for-purpose. To request a QuickStats Workshop, please visit Datanomic on Stand 408 or complete the request form on the Datanomic website at http://www.datanomic.com/solutions/b2c-marketing/quickstats-workshop/

About Datanomic
Datanomic's flagship enterprise Compliance Screening and Data Management software, dn:Director, helps organizations to improve compliance performance, better manage business risk, save money, streamline business processes and seize more opportunities, by identifying and eradicating problems in customer, financial and product data. Headquartered in Cambridge, UK, with offices in New York, USA, and Singapore, Datanomic was founded in 2001 and is backed by DN Capital. www.datanomic.com

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