

Orchestra Networks Introduces First Cloud MDM Service at smartdatagovernance.com

Submitted by: Orchestra Networks UK

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Self-service subscription enables rapid deployment of MDM projects

BOSTON, MA and PARIS, France – June 27, 2011– Orchestra Networks™, a leading multi-domain Master Data Management (MDM) solution provider, today announced the first complete MDM (and Data Governance) cloud service at smartdatagovernance.com. smartdatagovernance.com is a subscription service based on Orchestra Network's market-leading, enterprise-grade MDM technology, EBX5™.

Conventional in-house MDM solutions require permanent investments in hardware, software and implementation services, thereby effectively restricting their use to large, enterprise-wide initiatives. smartdatagovernance.com lets business users control their own master data.

With a simple, easy-to-use interface, smartdatagovernance.com allows subscribers to manage the full life cycle of shared data -- in the cloud. It provides collaborative master data authoring and governance, along with features you'd expect to find in a traditional, enterprise solution. The cloud service lets subscribers:

- Define data models and validation controls (business rules)
- Manage any sort of data and hierarchies, such as products, finance, HR, assets, organization, parties or geographies
- Define roles and access rights
- Configure workflow for changes and approvals
- Manage versions
- Integrate with standards-based data services

MDM projects can span functional groups, geographies and master data domains. Data can come from applications, like CRM, ERP or BI, or from simple spreadsheets. Wherever it comes from, ensuring the data's integrity must be a priority, even if you represent a departmental team in a larger organization.

"We are excited to be the first company to provide MDM as a service in the cloud," said Christophe Barriolade, CEO and President of Orchestra Networks. "So much time and energy is spent trying to determine if you're working with the latest data; smartdatagovernance.com changes that. It empowers business users -- without burdening IT, or breaking the budget!"

"smartdatagovernance.com has been under development for more than two years" said Vincent Lajous, CTO of Orchestra Networks. "We're not just hosting a solution in the cloud. We've created a platform. The unique architecture provides all the benefits of cloud computing's scalability and flexibility, while ensuring that the customer's master data is private and secure."

The subscription fee is \$5,000 per month for the Standard Edition. Orchestra Networks offers an in-house option for deployment so customers can start in the cloud and extend their project to their own server at

any time.

View an introductory video at <http://www.smartdatagovernance.com>.

About Orchestra Networks

Orchestra Networks, a pure-play, independent MDM software provider, was founded in 2000. With operations in North America and EMEA, Orchestra Networks has successfully addressed the MDM needs of their Global 1000 customers in multiple industries, including: Financial Services, Banking, Insurance, Manufacturing, Retail, Consumer Goods, Technology, Pharmaceuticals, Public Utilities and Global Logistics.

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