Orchestra Networks and Synergic Partners announce a partnership on Reference and Master Data Management in Spain and across Europe

Paris, Madrid and Barcelona, September 12, 2012. Orchestra Networks, a leading multi-domain Master Data Management (MDM) software provider and Synergic Partners, a strategic and technological consultancy specialized in the MDM and Data Governance, announced today that they have formed a partnership.

With offices in Madrid and Barcelona, Synergic Partners is ranked among the top 50 system integrators in the world on MDM projects, according to The MDM Institute. As a recognized expert in Master Data Management and Data Governance, Synergic Partners delivers a broad range of services, spanning from consulting to full project implementation.

"Covering both Orchestra Networks and Synergic Partners in our research for several years, we see this partnership as excellent news for companies in greater Iberia that need to deploy data governance-oriented MDM projects" says Aaron Zornes, Chief Research Office at the MDM Institute. "Orchestra Networks' has enabled a number of my clients to deliver multi-domain MDM solutions in Finance, HR, Sales & Marketing, and Risk Management … and especially for reference data management programs in the Financial Services industry".

Orchestra Networks, recently ranked first in MDM technology by leading analyst The Information Difference, is recognized as one of the only true multi-domain MDM software providers. Its EBX5 solution is a model-driven MDM software with embedded data governance capabilities for business users. With EBX5, companies are standardizing the governance of shared data across all business lines and corporate functions.

"While our customers are maturing on their data governance strategy, MDM is no longer limited to product or customer data integration projects. There is clear a requirement for

providing end users with multi-domain MDM capabilities as well as a rich and collaborative data governance solution" said Carme Artigas, co-founder and CEO of Synergic Partners. "We see Orchestra Networks as ideally positioned on this new wave of MDM initiatives and with a clear leadership in Reference Data Management. They are an ideal partner to support us expand the adoption of MDM to more industries and domains".

"As we are continuing our worldwide expansion, it was strategic for us to rely on the best possible partner in Spain. Synergic Partners not only brings MDM consulting services in Spain, but is also able to deliver services for large companies on pan-European initiatives"adds Christophe Barriolade, President and CEO of Orchestra Networks.

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.

www.orchestranetworks.com

About Synergic Partners

Founded in 2006, Synergic Partners is a strategic and technological consultancy specialized in the management and government data area, with the aim to turn companies' information into strategic assets for the business. It has its competence area in the disciplines of Data Integration&Quality, Master Data Management, Data Governance and Big Data. The consultancy, which has offices in Madrid and Barcelona, is considered one of the top 50 system integrators companies in the world in integration and management data projects, according to the official ranking of The MDM Institute.

www.synergicpartners.com

About The MDM Institute

The MDM Institute is the world's leading research and advisory consultancy exclusively focused on master data management. As chief research officer, Aaron Zornes delivers the technology-related insight necessary for its clients to make the right decisions in their use of master data management (MDM), customer data integration (CDI), reference data management (RDM) and data governance solutions to achieve their customer-centric business goals. The MDM Institute provides authoritative, independent and relevant consulting advice to senior IT leaders in corporations and government agencies, to business leaders in high-tech enterprises and professional services firms, and to technology investors. The MDM Institute delivers its research and advice to more than 60,000 clients in 10,500 distinct enterprises via Twitter, Linked In, Xing, Google+ and email newsletters. Additionally, each year more than 2,000 paid delegates attend its MDM & Data Governance Summit conference series held in London, New York City, San Francisco, Singapore, Sydney, Tokyo and Toronto (now in its seventh year). Founded in 2004, the MDM Institute is headquartered in San Francisco and has clients primarily in North America, Europe and Asia-Pacific.

www.the-mdm-institute.com