

# The MDM Institute initiates coverage of Orchestra Networks

Submitted by: Orchestra Networks UK

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Field report finds EBX5 a leading enterprise-scale reference data management solution

October 15, 2012, NEW YORK, New York – Today, at the world's largest master data management and data governance conference: The 7th Annual MDM and Data Governance Summit New York, the MDM Institute—the leading research and advisory consultancy exclusively focused on master data management—initiated coverage of Orchestra Networks and their MDM Platform EBX5 with the release of the Field Report: Orchestra Networks EBX5 for Reference Data.

Copies are available for download on the Orchestra Networks and MDM Institute websites.

In his opening remarks to the summit attendees, Aaron Zornes, Chief Research Officer of the MDM Institute, described the institute's motivation for researching reference data. "Reference data management, or RDM, is increasingly recognized an important category of master data management. We wanted to find out if the conventional characterization of reference data—simple information like country codes—was accurate. Our research finds this is clearly not the case."

The MDM Institute found that reference data management is a key facet of the master data management problem. "Rather than an afterthought, we found that reference data is central to the master data management problem," said Zornes. "Unlike classic master data domains like customer or product, reference data is heavily interconnected to other systems, domains, counterparties and to reference data categories." continued Zornes, "This heavy interconnection means that tools designed to support just product or just customer are often unsuitable for reference data. You need a platform with support for heavily networked semantic models and active data governance with authoring and workflow. These are all features we found in Orchestra Networks' EBX5 solution."

"We are honored to be recognized by the institute for our contributions to the market," said Christophe Barriolade, CEO of Orchestra Networks. "The MDM Institutes findings confirm the experience of our customers, especially large financial institutions. We're seeing a trend in major enterprises towards the initiation of global, enterprise-scale, reference data programs spanning functions such as finance, risk and compliance, human resources, and procurement."

This field report will be followed by the MDM Institute's forthcoming RDM Market Survey.

Download the field report: <http://www.orchestranetworks.com/on-rdm-field-report/>

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. For more information, visit [www.the-mdm-institute.com](http://www.the-mdm-institute.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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