

# Orchestra Networks and Zenith Solutions partner to deliver Multidomain Master Data Management solutions in Australia and New Zealand

Submitted by: Orchestra Networks UK

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London, Melbourne October 18, 2012. Orchestra Networks, a leading multi-domain Master Data Management software provider and Zenith Solutions, a leading consulting and system integration firm specialized in MDM and Data Governance, announced today that they have formed a partnership.

With the shift of Master Data and Data Governance from an IT-only project to a business-focused initiative, companies are recognizing that they need to better manage and govern all their reference and master data, as it forms the foundation of their business.

Master Data Management projects are no longer limited to information silos such as customer hubs or retail product catalogs but address a wide range of business functions and reference data across the enterprise, such as finance, human resources, risks, sales & marketing or supply chain. More importantly, business users are today taking ownership of their data and responsibility for managing, approving and ultimately governing it.

With initiatives addressing broader business requirements, Orchestra Networks and Zenith Solutions have formed a partnership to deliver the best “business-focused” MDM solution.

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.

Zenith Solutions approach focuses on excellence in data management outcomes; delivering results that provide true business benefit. We are conscientious about our technology and strategy recommendations as they must lead to a smooth implementation with tangible business outcomes.

“We are proud to become a partner of Zenith Solutions, who in recent years, have demonstrated their leadership in the region delivering strategic projects such as MDM and Data Governance solutions to large companies” said Christophe Barriolade, President & CEO of Orchestra Networks.

“Orchestra Networks’ EBX5 represents the next wave of Master Data Management software. Its focus on the business user experience and the rich set of data governance capabilities makes EBX5 the ideal solution for business teams that want to take back control on the master data” adds Tim Moon, Managing Director of Zenith Solutions.

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](http://www.orchestranetworks.com)

#### About Zenith Solutions

Zenith Solutions are Australia's leading professional services organisation specialising in data and information management for structured data. Offering a range of consulting and delivery services, we partner with our clients to achieve pragmatic and achievable results.

Our knowledgeable and experienced team deliver effective, timely and value-adding solutions that address the specific information 'pain points' for your industry. From obscurity to clarity, Zenith Solutions will deliver the best information management practices for your business. [www.zenithsolutions.com.au](http://www.zenithsolutions.com.au)