

Press release

Orchestra Networks' Master Data Management Software Product is reviewed by Gartner in both 2Q07 PIM and CDI reports

PARIS, France, Aug 10, 2007— Orchestra Networks, an ISV specialized in Master Data Management, today announced that Gartner, Inc. has reviewed its MDM software product in recent reports on Product Information Management (*) and Customer Data Integration (**).

Unlike its competitors, Orchestra Networks MDM offering relies on one generic, standard-based software product, rather than multiple solutions limited to specific types of data.

"Providing a unique software product that can manage any type of Master Data is a key differentiator for us. Most of our competitors provide domain-specific solutions (PIM, CDI), based on different technologies. But at the end of the day, our customers need to manage all their Master Data - and relationships between them - on the same platform." said Christophe Barriolade, CEO.

EBX.Platform allows companies to unify, manage and integrate their core strategic data. Based on SOA standards, EBX.Platform is used by large companies to manage multiple types of Master Data such as organization, products, finance, customers or regulation.

EBX.Platform is positioned as a true operational MDM hub that provides key features such as data modeling, life cycle management, governance and business users tool. In addition, Orchestra Networks MDM software is natively designed to be integrated with existing Information Systems through any third-party data integration tool such as EAI, ESB or ETL.

Founded in 2000 and based in Paris, France, Orchestra Networks is deploying its MDM software worldwide, through strategic OEM agreements. Its solution has been successfully deployed by large accounts in various industries. Its first OEM partner, Software AG has launched its MDM solution in December 2006.

For more information, please visit: <http://www.orchestranetworks.com> or contact info@orchestranetworks.com.

- (*) Rapid PIM Market Growth Attracts Complementary Vendors and Technologies (ID# G00149706), June 21, 2007, Andrew White
- (**) Magic Quadrant for Customer Data Integration Hubs, 2Q07 (ID# G00147231), June 29, 2007, John Radcliffe

Reports can be found at: <http://www.gartner.com>