

Trillium Software and Riversand Technologies Alliance Ensures Higher Quality Data for MDM and PIM

The Associated Press

Trillium Software®, a business of Harte-Hanks, Inc. (NYSE: HHS) and a leading provider of Total Data Quality solutions, and Riversand Technologies, Inc., a worldwide leader in Master Data Management (MDM) and Product Information Management (PIM), announced today an alliance to help clients realize the business benefits of improved data quality in their on-going MDM and PIM initiatives. Customers can now ensure a higher level of data quality within business processes that rely on data managed through MDM and PIM applications.

"Data quality is an essential foundation to any data management initiative, whether it involves master sets of customer and industry data or product data," said Andrew Simpson, vice president of business development at Riversand. "Unfortunately, sometimes companies think of data quality late in the process or after the fact, which then impacts business results. We're working with Trillium Software to provide our clients with an industry-proven data quality solution that enables rapid improvement in the quality of customer, product, and financial data, which in turn assures higher value from their MDM and PIM efforts."

According to research by industry analyst firm The Information Difference, companies ignore the importance of data quality to MDM and PIM initiatives at their peril. While almost all large organizations consider data quality the foundation of data management, 33 percent have no data quality programs in place, a mere 12 percent rate the quality of their data to be good, and only 24 percent consider their data management projects successful.

Detailed customer and product data drives content-based commerce. Customers making inquiries and buying decisions expect relevant communications and personalized interactions as well as complete information readily available on products and services. The managers that drive business processes, marketing campaigns, and operational initiatives require accurate analytical data to make effective decisions. Riversand's MDM and PIM solutions enable enterprise-wide access to comprehensive data on every aspect of a business, including customers, products, finance, supply chain, and human resources.

"Companies that optimize data quality realize the most value from their data management initiatives," said David Pietropaolo, vice president of global alliances at Trillium Software. "By combining the power of our data quality solutions with Riversand's agile MDM and PIM systems, our clients can be assured that the data that is driving their business processes is fit-for-business. Now executives can make

more informed decisions, realize efficiencies and impact business performance and productivity."

About Riversand Technologies, Inc. Riversand Technologies Inc. is a leading provider of Product Information Management (PIM), Master Data Management (MDM) and Data Quality solutions for leading companies throughout the world. Customers include Topco Associates, VF Corporation, Bed Bath & Beyond, PC Connection, Bluestem Brands, Overstock.com, Schneider Electric, Siemens, Teva Pharmaceuticals, ConocoPhillips and ExxonMobil. Riversand's PIM and MDM solutions allow these clients to manage accurate, timely & up-to-date information throughout their supply chains. Benefits of Riversand's solutions include accelerated time-to-market, vendor data on-boarding, product assortment growth, facilitated mergers & acquisitions, enhanced cross-channel customer experience, 360-degree view, richer data, better merchandising, improved fulfillment, orchestrated workflow, more accurate business intelligence and enhanced customer service. For more information please contact Riversand at (713) 934-8899 or visit www.riversand.com

About Harte-Hanks Harte-Hanks® is a worldwide direct and targeted marketing company that provides direct marketing services and shopper advertising opportunities to local, regional, national and international consumer and business-to-business marketers. Visit the Harte-Hanks Web site at <http://www.harte-hanks.com> or call (800) 456-9748.

About Trillium Software Harte-Hanks Trillium Software® enables organizations to achieve Total Data Quality by providing a full complement of technologies and services providing global data profiling, data cleansing, enhancement, and data linking for e-business, customer relationship management, data governance, enterprise resource planning, supply chain management, data warehouse, and other enterprise applications. For more information about Trillium Software and its offerings, call (978) 436-8900 in the United States and in the United Kingdom call +44 (0) 118 940 7666, or visit Trillium Software online at <http://www.trilliumsoftware.com>.

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