Trillium Software and Stibo Systems Alliance Ensures Global Data Quality for CDI Initiatives

The Associated Press

Trillium Software®, a business of Harte-Hanks, Inc. (NYSE: HHS) and a leading provider of Total Data Quality? solutions, and Stibo Systems, an award-winning multi-domain master data management (MDM) provider, today announced an alliance to help customers optimize their customer data integration (CDI) initiatives. By integrating the Trillium Software System® with Stibo Systems' flexible MDM solution, global organizations can rely on a single trusted source of data -- with real time address and GEO code verification.

"As organizations strive to better manage data on a global scale, many are recognizing the business benefits of improving data quality for MDM initiatives," said Bjarne Hald, chief technology officer at Stibo Systems. "By working with Trillium Software to streamline the data quality process at the beginning of a CDI project, our joint customers can better position themselves to create a single trusted source of strategic information and drive operational intelligence."

Designed to maintain the quality of data no matter what platform or application, including cloud and Web-based, the Trillium Software System can scale to the needs of any global enterprise. In combination with Stibo Systems' solution, customers can link product, supplier, customer and other critical data assets. By ensuring a higher level of data quality within business processes that rely on data managed through CDI and PIM applications, global entities can turn departmental knowledge into an enterprise-wide asset, resulting in increased profitability, reduced risk and enhanced agility.

"No matter the industry, global organizations need to rely upon data to compete in today's increasingly competitive marketplace," said David Pietropaolo, vice president of global alliances at Trillium Software. "By integrating data quality services into CDI applications at the outset, customers can gain a competitive advantage as decision-makers worldwide access and act on information that is accurate, consistent, current and complete."

The product integration between the Stibo Systems MDM STEP platform and the Trillium Software System is already complete.

About Stibo Systems Stibo Systems gives data direction by providing organizations with a leading multidomain master data management (MDM) solution. Stibo Systems enables organizations to better manage enterprise intelligence on a global scale, improve sales, and quickly adjust to changes in business requirements. Stibo Systems' STEP technology is a flexible, uniform MDM solution that provides a single

trusted source of operational information for the entire enterprise. Stibo Systems offers deep industry-specific solutions, engineered, and supported to meet the strategic information needs of global customers including: GE, Sears, Siemens, Target, and Thule. Stibo Systems is a subsidiary of the privately held Stibo A/S group, originally founded in 1794 with corporate headquarters in Aarhus, Denmark. For more information, visit http://www.stibosystems.com.

About Harte-Hanks Harte-Hanks® is a worldwide direct and targeted marketing company that provides direct marketing services 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 SoftwareHarte-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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