

For Immediate Release

ORACLE[®] Press Release

Oracle Extends Product Master Data Management Capabilities Through OEM Agreement with Silver Creek Systems[®]

Customers Benefit From Accurate, Standardized and Enriched Product Data Across the Enterprise

Redwood Shores, CA – April 21, 2009

News Facts

- Oracle today unveiled Oracle[®] Product Data Quality Cleansing and Matching Server, a new offering based on the DataLens[™] System from [Silver Creek Systems[®]](#), a member in the Oracle PartnerNetwork.
- Oracle Product Data Quality Cleansing and Matching Server has industry-leading capabilities to standardize, match, enrich and correct product data from different sources and systems, using patented semantic-based technology to recognize highly variable product data.
- By extending [Oracle Product Hub](#) with data quality capabilities, Oracle enables customers to improve the accuracy, completeness and integrity of their master product data. As a result, customers are equipped to optimize business functions like procurement, new product introductions, channel penetration, reporting, analytics and IT maintenance costs.
- As inaccuracies and incompleteness of product information continues to create ongoing challenges in procurement and sales processes, companies are turning to Oracle to effectively harness and manage enterprise product, part and service data.
- Industry leading enterprises including Hanjin Shipping, Korean Air, LG Telecom and Pfizer recognize the need for a robust product master data management solution and have invested in Oracle Product Hub.

Oracle Extends Beyond Traditional Data Quality Offerings

- Oracle Product Data Quality Cleansing and Matching Server provides capabilities that are not available in traditional customer data quality offerings including:
 - **Semantic-based Product Data Quality** – Silver Creek Systems' patented DataLens[™] technology is based on semantic recognition techniques that can work with even highly variable data across many product categories. This allows recognition, standardization, validation and matching of almost any incoming product information so that only high-quality, standardized data is loaded into the Oracle Product Hub.
 - **Auto-learning Product Data Quality** – In order to handle the specifics of product data from a wide range of product categories and in ever-evolving variations, Silver Creek Systems' DataLens System can infer new rules from previously unseen data and allow the semantic knowledge base to grow through use.
 - **Applicable Across Industries** – Oracle Product Data Quality Cleansing and Matching Server can work across any industry and can easily adapt to industry-specific product data such as clinical supplies in healthcare, consumer goods in retail distribution, component data in manufacturing, indirect office supplies in public sector or services in telecommunications.

Supporting Quotes

- “Data quality has always been a critical aspect of any MDM project, but it is nearly always an aspect that is underestimated and under-planned. This is especially true with product data quality, which due to its extreme variability has been particularly difficult to automate,” said Gartner Research Vice President, Andrew White. “Users should seek to integrate specialized product data quality capabilities in their MDM for product data implementations in order to streamline and ultimately automate the processes of cleaning up poor quality product data. MDM efforts should gain significant value from this.”
- “Product data quality issues create direct cost and revenue impacts in procurement, operations, new product introductions and customer service,” said Oracle Vice President, PIM and PLM Product Strategy, Hardeep Gulati. “This partnership between Oracle and Silver Creek Systems, is unique in the industry and provides a significant differentiation for Oracle.”
- “This relationship brings significant value to customers as the automation of product data quality can reduce the time, costs and risk to implement and operate a product information management system,” said Silver Creek Systems President and CEO, Barbara Mowry. “We look forward to helping Oracle’s current and future customers achieve their operational and ROI goals even faster and with even better results.”

General Availability

- Oracle Product Data Quality Cleansing and Matching Server is available today. Current and prospective customers can add the Oracle Product Data Quality Cleansing and Matching Server to their Oracle Product Hub configuration in order to extend the value of their investment and reduce implementation and operational costs. Terms, conditions and restrictions apply.

Supporting Resources

- [Oracle Product Hub](#)
- [Oracle Product Information Management Data Hub](#)
- [Oracle Master Data Management](#)
- [Oracle PartnerNetwork](#)
- [Silver Creek Systems](#)

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