

## FOR IMMEDIATE RELEASE

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### SIPERIAN POSITIONED IN VISIONARIES QUADRANT OF 2009 MASTER DATA MANAGEMENT FOR CUSTOMER DATA

*Evaluation Based on Completeness of Vision and Ability to Execute*

**Foster City, CA – June 22, 2009** – Siperian, Inc. - developers of an [award-winning](#) master data management (MDM) platform - today announced that the Company has been positioned in the Visionaries quadrant of the Gartner, Inc. (NYSE: IT) [2009 Gartner Magic Quadrant for Master Data Management \(MDM\) of Customer Data](#) research report.<sup>1</sup> The report evaluates numerous vendors based on a rigorous set of criteria that comprise “completeness of vision” and “ability to execute.” In the report, Gartner predicts that the MDM of customer data market will continue to grow for several years, and their estimate is that it will account for approximately \$1 billion in software revenue in 2012. To access the full report written by John Radcliffe and published on June 16, 2009, compliments of Siperian, visit <http://forms.siperian.com/content/Gartner2009PR>

The report noted that "MDM programs potentially encompass the management of customer, product, asset, person or party, supplier and financial masters. As the name suggests, MDM of customer data focuses on the management of the domain relating to customer data, whereas MDM of product data technology focuses on the domain relating to product data."

Siperian MDM Hub™ is a true multi-entity MDM platform that supports multiple data domains, including customer, product, employee, location and any other data type, all on the same platform.

With customer data as the platform’s core strength, Siperian customers have started their MDM journey with customer entity and then expand the usage to other entities over time for greater value and a higher return on investment. While all of Siperian customers have adopted Siperian MDM Hub to manage their customer-related efforts, nearly half leverage the same platform to expand to other entities such as product. Siperian’s flexible, integrated, model-driven MDM platform enables its system integration partners to develop cross-industry, multi-entity MDM solutions delivering fast time to value.

“As a best-in-class provider and the leading multi-domain MDM solution, Siperian enables our clients to handle both operational and analytical MDM by supporting any type of data including customer, product, location and reference data,” commented Peter Caswell, president and CEO of

Siperian. "In my opinion, our inclusion in the latest MDM report, demonstrates our ongoing commitment to delivering faster time to value, and greater return on investment for our clients."

### **About the Magic Quadrant**

The Magic Quadrant is copyrighted 2009 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose

### **About Siperian, Inc.**

Siperian's Master Data Management (MDM) software platform provides a reliable and unified view of critical customer, product, supplier, and employee data to business users in Global 500 companies across 15 different industries. Through improved access to real-time information from distributed data sources, organizations can achieve higher profitability while reducing operational costs and improving compliance. Siperian's MDM Hub™ is a flexible and integrated software platform that significantly lowers total cost of ownership and delivers faster time-to-value and superior return-on-investment. Siperian meets the needs of data intensive companies by enabling them to improve customer relationship management, sales and marketing, regulatory compliance, and order-to-cash processes. With corporate headquarters in Foster City, California, Siperian has offices throughout the United States and in Toronto, Canada; the Company's EMEA operation is headquartered in London. To learn more about Siperian visit [www.siperian.com](http://www.siperian.com) or call 1-866-747-3742.

1) Gartner, Inc. "Magic Quadrant for Master Data Management of Customer Data" by John Radcliffe, June 16, 2009

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