

Master Data Management Guru Andy Hayler to Present Live Webinar on the State of Data Quality Management

Windsor, 14 September 2009 – [Pitney Bowes Business Insight](#) (PBBI), a global provider of location and communication intelligence software, data and services, and [Silver Creek Systems](#), the pioneer and leader in automated data mastering, today announced the co-sponsored Webinar, “It’s Time to Understand the Business Case for Data Quality Initiatives.” Scheduled for Friday, 18 September, 2009 at 4pm, the Webinar will feature world renowned master data management (MDM) expert Andy Hayler.

Hayler will discuss key insights from UK-based analyst firm [The Information Difference](#)’s recently published “State of Data Quality” research report, which found that businesses are still facing significant data quality challenges. Hayler will evaluate the current state of data quality and management of data in organisations, and share processes for resolving data quality issues.

During the Webinar, Hayler will analyse key outcomes of The Information Difference’s data quality survey and share professional recommendations based on real-world case studies to help businesses mitigate the following:

- The business case for data quality to gain executive support;
- Lessons from real-life corporate data quality disasters;
- The critical elements of a successful data quality strategy;
- The role of data governance; and
- How to manage inconsistent corporate data.

A full report on the survey and its findings is available at the [Pitney Bowes Business Insight](#) or [Silver Creek Systems](#) websites.

WHAT: “It’s Time to Understand the Business Case for Data Quality Initiatives” Webinar

WHO: Andy Hayler, president and CEO for The Information Difference

WHEN: Friday, September 18, 2009
11:00 a.m. EST / 8:00 a.m. PDT / 4:00 p.m. BST

WHERE: [Event Information](#)
 [Online Registration](#)

End.

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About Andy Hayler

Andy Hayler is one of the world's foremost experts on master data management. A 20 year veteran of data modeling, warehousing and integration projects, Hayler led the creation of the dynamic data warehousing architecture within [Royal Dutch Shell](#). He then founded Kalido, which under his leadership was the fastest growing business intelligence vendor in the world in 2001. Hayler was named a "Top 10 Innovators of 2002" by *Red Herring*. Hayler is founder and CEO of The Information Difference, a boutique analyst and market research firm, advising corporations, venture capital firms and software companies. He is a regular keynote speaker at international conferences on master data management.

About Silver Creek Systems

Silver Creek Systems' automated data mastering solutions enable enterprise-wide standardization and integration of the information that drives critical aspects of MDM, PIM, systems migration, data quality and governance. Its DataLens™ System uses next-generation semantic technology to standardize, enrich, match and repurpose product data from any source – reducing implementation time, cost and risk while improving quality. Market-leading companies in retail, distribution, manufacturing, high tech, healthcare, telecom, energy and others use the DataLens System to increase the value and usability of data in applications from search and merchandising to global data synchronization, inventory management and procurement. For more information, visit www.silvercreeksystems.com.

About Pitney Bowes Business Insight

Pitney Bowes Business Insight (PBBI) is a division of Pitney Bowes Inc. (NYSE: PBI). PBBI provides a unique combination of location and communication intelligence software, data and services that enable organisations to make more informed decisions about customers, competition and market expansion. With the industry's most comprehensive set of solutions for maximising the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers and citizens in today's global markets. Leading organisations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth.

PBBI was formed in September 2007, by the merger of two-industry leaders - Group 1 Software and MapInfo Corporation. Today, PBBI is a top 100 global software company with offices in over 20 countries. PBBI has more than 10,000 customers in over 60 countries.

For more information visit – www.pbinsight.com

About Pitney Bowes

Pitney Bowes is a \$6.3 billion global technology leader whose products, services and solutions deliver value within the mailstream and beyond. Founded in 1920, our company's 35,000 employees deliver technology, service and innovation to more than two million customers worldwide.

For more information about Pitney Bowes, its products, services and solutions, visit – www.pb.com

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