

PRESS RELEASE

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GLOBAL IDS NAMED “COOL VENDOR” BY LEADING INDUSTRY ANALYST FIRM

Breakthrough Approach to Data Governance and Master Data Management

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Gartner, Inc, a leading IT analyst firm, has named Global IDs as a 2010 “cool vendor.” Gartner defines a cool vendor as “a company that offers technologies or solutions that are innovative, impactful, and intriguing.” The company’s dedication to advancing data governance and master data management automation was a key contributing factor to its inclusion in the report. Global IDs’ enables companies to massively automate and radically simplify the otherwise daunting and often cost-prohibitive tasks required to integrate global information assets at very low cost for information transparency, operational integration, and business intelligence.

CEO and founder of Global IDs, Arka Mukherjee, expressed his gratitude for this recognition from Gartner. “We have worked for nearly a decade to truly change the way data is discovered, understood, shared, synchronized and trusted across the enterprise and even among trading partners. Our model for integrating information assets at very low cost, with high value of reuse, and under short project cycles through holistic, large-scale automation stands to overturn business-as-usual, which too often is based on information silos, tactical scope, manual efforts, large budgets, long project cycles and build-and-throw-away results. We have been able to add new innovation that is moving the market forward. Some of the world’s leading organizations rely on our software to take care of their most critical data assets, and we take this responsibility very seriously.”

Global IDs’ selection as a cool vendor comes at a time when organizations are searching for ways to drastically improve the ability to exploit growing internal information assets and external information sources and to keep costs under control. Global IDs’ highly automated data governance and master data management capabilities allow organizations to achieve these goals.

About Gartner’s Cool Vendors Selection Process

Gartner’s listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are:
Innovative, enable users to do things they couldn’t do before; Impactful, have, or will have,

business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About Global IDs

Global IDs Inc. is a Data Governance and Master Data Management Software provider. Our products and services address the integration requirements of companies whose data is spread out across a hundreds of systems and databases. By executing thousands of parallelized data management tasks in a synchronized manner, we are able to significantly reduce the cost of data governance and master data management, and create value out of existing information assets. Our software is used by some of the world's largest companies to automate data management across global information landscapes. More information about Global IDs Inc. and its products can be found at www.globalids.com.