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TIE Master Data Management Solution Certified by 1SYNC™

TIE now enables customers to implement and adopt standards-based cost-saving global supply chain solutions

BURLINGTON, Mass. (January 8th 2008)—[TIE Commerce](#), Inc., a leading provider of Business-to-Business eCommerce software today announced that the TIE Master Data Management Solution has achieved certification from 1SYNC to support the new 1SYNC Data Pool Solution Item Management (IM) Version 6.2.

1SYNC, a not-for-profit subsidiary of GS1 US™, offers a range of data synchronization services that eliminate costly data errors, and is dedicated to the adoption and implementation of standards-based global [supply chain solutions](#).

Companies using legacy solutions from GS1 like Transora and UCCnet can now migrate their existing catalog solutions to TIE and comply with the new technology platform provided by 1SYNC. The TIE Master Data Management ([MDM](#)) solution is built on the TIE Kinetix Platform and provides a multitude of cost-effective and timesaving solutions, resulting in increased efficiency and return for customers who implement the TIE solution.

The TIE MDM solution as certified by 1SYNC, offers a flexible, web accessible database environment that serves as a single repository for storing and managing a company's entire product catalog making it possible for businesses to synchronize essential item, partner, location and marketing data with customers and suppliers. The solution also

touts a complete customer-facing [eCommerce infrastructure](#) to syndicate product information and marketing content directly, as well as a web-based workflow engine that allows you to graphically model business workflows across departments.

"We're very excited to get 1SYNC certification of our Master Data Management Solutions. It assures our customers that they are implementing proven cost-saving business practices and industry standards," said Dick Raman, CEO & President of TIE Commerce. *"It also reaffirms our commitment to the global [Master Data Management initiative](#). Our industry background, knowledge and experience in business integration gives us a firm foundation on which to build a solid [1SYNC](#) compliant offering, especially when it comes to saving costs, delays, and achieving a return on investment."*

About TIE Commerce, Inc.

TIE Commerce is a leading provider of B2B eCommerce software that bridges the gap between online and traditional business, enabling companies of all sizes to automate the exchange of business information electronically. TIE Commerce delivers [TIE Kinetix™](#), a powerful electronic framework for business collaboration with software solutions for business-to-business integration, master data management, [supply chain collaboration](#), digital channel communications, financial reporting and analytics. With over two decades of experience in electronic commerce, TIE Commerce today remains a key contributor to the development and implementation of global eBusiness standards. [TIE Commerce](#) corporate office is in Burlington, Mass. with additional offices in St. Paul, MN, the Netherlands and France. For more information, please visit: <http://www.tiecommerce.com>

About 1SYNC

1SYNC™, a not-for-profit subsidiary of GS1 US™, offers a range of data synchronization services that eliminate costly data errors, increase supply chain efficiencies, and promote the advancement of next-generation technologies, such as the Electronic Product Code™ (EPC). 1SYNC is headquartered in Lawrenceville, New Jersey with offices in the US, Brazil, and UK. GS1 US, a member organization of GS1, is dedicated to the development and implementation of standards-based, global supply chain solutions. Visit www.1SYNC.org for more information.



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