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Microsoft® UK pilots TIE Kinetix Digital Channel Manager Solution

Select Microsoft resellers to leverage Microsoft marketing investments to improve customer experience and drive sales

BURLINGTON, Mass. (June 19th 2008)— [TIE Commerce](#), Inc., a leading provider of Business-to-Business eCommerce software, announced today that Microsoft in the United Kingdom will pilot the [TIE Kinetix Digital Channel Manager Solution](#) with selected UK resellers.

With the [TIE Kinetix Digital Channel Manager Solution](#), Microsoft can integrate real-time product and marketing information on the websites of existing webshops of their partners. It will help increase the ease by which customers can search for and buy Microsoft products online.

"This pilot will help us to deliver our latest technology and marketing information directly and more efficiently to our partners; which in turn is expected to deliver a richer experience to end customers", says Clare Barclay, Director of Partner Strategy & Programmes, Microsoft UK.

The TIE Kinetix Digital Channel Solution allows manufacturers to syndicate their [product marketing materials](#) and share it with their online channel partners. Manufacturers benefit from greater control over their brand and product presentation while their [channel partners](#) benefit via enhanced merchandising capabilities and reduced content development requirements. The end result is a richer, more interactive online merchandising experience for the end consumer resulting in increased sales and higher customer satisfaction.

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, Master Data Management, XML/EDI, Outsourcing and Content Syndication. 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>.

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