

A decorative graphic in the top left corner consisting of several white and one orange sphere on a grid of light gray lines, with a blue gradient background.

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38 Percent of US Retailers Do Not Verify Accuracy of Product Information, Reveals Survey by TIE Commerce

Master Data Management and Data Synchronization can help retailers optimize their interactions with consumers and suppliers

BURLINGTON, Mass. (September 2nd, 2008)—With the majority of American retailers conducting their business online in addition to their traditional stores, a survey of U.S. retailers reveals that 38 percent of Retailers do not verify the accuracy of their product information prior to publishing it and sending it to their business partners.

"The consequences of poor data quality are well-known in the retail industry", Said Brian Tervo, CEO of TIE Commerce. "Retailers are more aware of the size and complexity of the challenge and have started working together to fix the problem addressing the root cause of poor data accuracy -data quality."

The survey was conducted by **TIE Commerce**, Inc., and The Mishra Group, a Waltham, Mass.-based marketing and public relations firm.

Here are the other findings from the survey:

- 84 percent of the retailers said they conduct retail business online.
- 64 percent said they still receive updates from suppliers about product and service content via paper; 22 percent said they received updates via XML or EDI catalog.
- 18 percent said 1-5 people in their organization are involved with creating and publishing product and service content; 20 percent, 5-10 people; 4 percent, 10-15 people; 30 percent, 15-20 people; 24 percent, 25-30 people; and 4 percent, 30-plus people.

- 41.2 percent retailers said they conduct 40 percent of their business with their suppliers electronically.
- 25 percent retailers said they publish their content on only one website; 23.5 percent on 2 sites; 19.6 percent on three; 11.8 percent on four, and 19.6 percent on five or more websites.
- All (100 percent) said they are able to track the effectiveness of product and service on their websites.
- 62 percent said they were completely satisfied with their online tools and the remaining 38 percent said they were not.
- 65.3 percent retailers said their customers were completely satisfied with their online experience and 34.7 percent said their customers were not completely satisfied.

"With more than 84 percent of retailers conducting business online, improved product data quality and the effective synchronization of product information between trading partners should be the most strategic initiatives for retailers today," Mr. Tervo said.

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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