

A decorative graphic in the top left corner consisting of several white and grey spheres of varying sizes, with one prominent orange sphere in the center. Lines radiate from the orange sphere, suggesting motion or connectivity.

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TIE Kinetix™ CSP selected by Siemens Enterprise Communications for Global Partner Program;

Burlington, MA (April 15th, 2009) -- Master data management software company TIE Commerce ("TIE") announces that Siemens Enterprise Communications has selected TIE Kinetix™ CSP as a key part of their worldwide indirect partner program.

The [TIE Kinetix™ CSP](#) will enable Siemens to manage and distribute their marketing and sales information real-time to their worldwide indirect sales channel. After a very successful pilot, it will now become a key part of the worldwide indirect partner program.

"At Siemens, we understand that giving our partners the best tools possible, not only ensures their success, it ensures our success," said Adrian Honey, Director of Global [Channel Marketing](#) at Siemens Enterprise Communications. "Working with TIE, we are able to provide our partners with real-time access to accurate information about our products and services. With ready-branded, targeted campaigns that are available at the click of a mouse, partners can provide information regarding Siemens solutions, quickly, easily and without the need for specialist marketing."

"We are very pleased that the pilot proved the value to Siemens of getting their marketing and sales content fast and easy into the worldwide market. They have now chosen to use the power of the TIE technology for their global Partner Program" says Jan Sundelin, CEO of TIE. "By using the TIE Kinetix™ CSP, Siemens will be able to reduce their costs and increase the Marketing reach for Siemens and their [channel partners](#)".

About TIE Commerce

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 [XML/EDI](#), [Master Data Management](#), [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.contentsyndicationplatform.com>.

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