



Initiate Systems, Inc.
200 W. Madison, Suite 2300
Chicago, IL 60606
+1 312 759 5030
+1 800 992 0300
+1 312 759 5026 fax
www.InitiateSystems.com

Media Contact:
Maria Diecidue
Initiate Systems, Inc.
312-395-1345
mdiecidue@InitiateSystems.com

Initiate Systems Introduces Initiate for Banking™

New Solution Offers Retail Banks a Single, Complete View of Customers and Their Related Banking Interests

CHICAGO (11 March 2008) – [Initiate Systems, Inc.](http://www.InitiateSystems.com), a leader in master data management solutions (MDM), announced today the availability of Initiate for Banking™, a customer data management solution designed for retail banks. [Initiate for Banking](#) enables matching and linking of a customer's records across all banking systems, lines of business, touchpoints, external lists and data feeds.

Using Initiate for Banking, banks can master valuable data to serve and market to customers more intelligently, help reduce loan write-offs through improved risk management, and better support regulatory compliance such as Office of Foreign Asset Control (OFAC) and privacy requirements. The solution can help banks deliver a tailored and consistent banking experience, regardless of where a customer interacts.

Retail banks typically have fragmented and inconsistent customer data spread across many systems, making it difficult to understand the true value of their customers, their contact or marketing preferences and the risks associated with making credit and collection decisions. Initiate for Banking helps banks achieve a single, complete view of customers to gain insight into the total value, profitability and risk profile.

“Banks need visibility to their customers’ financial network so that they can proactively sell and respond to changing product needs, comply with industry regulations and manage risk,” said [Sean Cassidy](#), vice president of product management, Initiate Systems. “Initiate for Banking provides a trusted and unified view of customers so that banks can make the best strategic and tactical business decisions.”

Initiate for Banking is based on [Initiate Master Data Service™](#) technology – a comprehensive master data platform that provides identity matching and management, data modeling, information quality management, data sharing, relationship and hierarchy management and multi-lingual, integration and synchronization capabilities. Working transparently behind existing

line of business systems and applications, the technology provides more confidence in the accuracy and integrity of a bank's customer data, and can help banks become more customer-centric.

Initiate for Banking™ will be showcased at the 2008 Financial Information Management Show (FIMA) at booth #6 in the Metropolitan Pavilion, March 11-14, in New York. During FIMA, on March 12 at 2:05 p.m., Lawrence Dubov, senior director, Initiate Systems, will present: *Architecting Enterprise Data Management Solutions with MDM and SOA.*

About Initiate Systems

[Initiate Systems, Inc.](#) enables organizations to strategically leverage and share critical data assets. Its master data management (MDM) [software and experience](#) as an information exchange leader provide organizations with complete, accurate and real-time views of data spread across multiple systems or databases, even outside the firewall. This allows companies to unlock the value of their data assets for competitive advantages or operational improvements. Initiate Systems operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and Toronto, London and Sydney. For more information, visit www.InitiateSystems.com.