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Siemens Enterprise Communications GmbH selects TIE Kinetix Digital Channel Manager for Global Trial

Burlington, MA (October 9th 2008) --TIE Commerce, Inc., a leading provider of B2B eCommerce software, announced today that Siemens Enterprise Communications GmbH has selected TIE Kinetix Digital Channel Manager as a key part of their worldwide indirect partner program.


The TIE Kinetix Digital Channel Management solution (DCM) will enable Siemens to manage and distribute their marketing and sales information real-time to their worldwide indirect sales channel. Starting with a pilot phase in the US, UK, Germany and Spain, Siemens will connect a selection of their major partners to the DCM system. After a successful pilot it will become a key part of the worldwide indirect partner program.

"By working with TIE and their DCM system we believe we will offer real value to our channel partners. The partners can simply provide the information regarding Siemens solutions, quickly, easily and without having to have specialist marketing skills or any burden of keeping information up to date. The potential for our partners to run, ready branded, targeted campaigns at the click of mouse is very exciting", said Adrian Honey, Director of Global Indirect Channel Marketing. *"From a Siemens perspective we reduce the time to get information into the market and are obviously pleased that accurate, complete and up to date information about our products and solutions is available to the market and is being actively promoted by our partners".*

"Siemens really understands the value of getting their marketing and sales content fast and easy into the worldwide market and recognizes the power of the TIE technology" says Brian Tervo, CEO of TIE Commerce, Inc.. "By using the TIE DCM system, Siemens will be able to reduce their costs and increase the Marketing reach for Siemens and their channel partners".

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

A decorative graphic in the top left corner shows several white spheres of varying sizes on a white grid. One sphere in the foreground is highlighted in orange and is positioned on a yellow line that extends from the bottom left towards the center.

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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