

For Immediate Release

SIIA Communications Contact: Laura Greenback, 202.789.4461, lgreenback@siia.net

PR Agency Contact: Farrah Kim, 202.568.8986, farrahkim@rational360.com

SIIA Announces 2013 DataContent Models of Excellence

10th Annual Awards Program Defines Excellence in the Data Industry by Honoring Leading Products Setting New Standards for Data Innovation

WASHINGTON, D.C. (September 26, 2013) -- Six data companies that have been designated Models of Excellence by the Software & Information Industry Association (SIIA) and InfoCommerce Group will present their products and services at the upcoming

[DataContent](#) conference in Philadelphia, October 15-17. All of the firms selected are innovative data companies pioneering new business models and practices. DataContent is the only conference devoted solely to producers of commercial data products.

“Data is revolutionizing global business, and these companies are a glimpse of what’s next for the industry,” said Kathy Greenler Sexton, VP and General Manager for the SIIA Content Division. “For 10 years, this awards program has defined excellence by honoring the leading products that are bringing data to life.”

DataContent will spotlight the Models of Excellence throughout the conference. CEOs of the companies will provide candid insights on what has made the products successful, and will host a private dinner for high-level networking.

This year's Models of Excellence presenting companies are:

Enigma

Enigma has created consolidated access to over 100,000 public domain databases to provide unparalleled access to data that is often valuable, nominally free, but difficult to source and use effectively. Think of Enigma as a search engine for public data, and the enigma here is why no one has done this before.

[MOE Profile](#) | [Website](#)

Equilar – Atlas

Equilar takes public domain data and normalizes and enhances it so that it can become premium-value content. Equilar Atlas takes this data and flips it into a variety of new applications and markets, something not many publishers do successfully.

[MOE Profile](#) | [Website](#)

FindTheCompany

FindTheCompany represents an impressive step-up in the arms race to use a mosaic-style strategy to build out deep company dossiers by aggregating data from a wide variety of sources. By aggressively mixing harvested, public and licensed data, it is an excellent showcase both for what's possible and where things are heading.

[MOE Profile](#) | [Website](#)

Relationship Science

Relationship Science is all about networking for business development and fund-raising, using an innovative relationship mapping approach and backed by a huge research team to build and maintain deep, structured profiles on over 2.5 million influential individuals. While its concept is "sort of like" what other data companies are already doing, its approach is distinctive, and its huge commitment to editorial research puts the company's emphasis right where it should be: quality data.

[MOE Profile](#) | [Website](#)

Segmint

Segmint is real life example of Big Data at work, with real-time analytics and predictive models. It is executing on the fundamental goal of every marketer: to make customer data actionable by creating and delivering targeted, relevant messages customers want to see, remember and act upon.

[MOE Profile](#) | [Website](#)

Stella Service

STELLAService provides customer service ratings to companies based on its independent analysis of over 200 customer service metrics and random customer service calls to companies by its analysts. It provides a clean, intuitive and powerful tool to retailers focused on an area – customer service – that increasingly drives online success and failure, and its neutral market positioning gives its trustmark program added weight and value.

[MOE Profile](#) | [Website](#)

Infocommerce Group continually scans the data landscape to identify products that are pioneering or perfecting business models, exhibit best practices or offer technological innovation. Those that are re-setting the standards for the industry are named each year as Models of Excellence, based on content, utility, functionality, revenue, viability, ambition, and market readiness. It will discuss what distinguishes each of this year's winners in a webcast at noon on Oct. 2.

For more information or to register for the conference or the webcast, members of the media should contact Farrah Kim at farrahkim@rational360.com. Online registration is available at: <http://www.siia.net/datacontent/2013/register.asp>

WHO: Software & Information Industry Association (SIIA) and InfoCommerce Group

WHAT: DataContent

WHEN: October 15-17

WHERE: Hyatt Regency Philadelphia

For the complete schedule of events, visit <http://www.siia.net/datacontent/2013/schedule.asp>

About the SIIA Business & Niche Information Group

The Business & Niche Information Group of the Software and Information Industry Association (SIIA) serves the media, publishing, information services and technology companies that drive the \$506 billion information industry. The group includes the SIIA Content Division, the Specialized Information Publishers Association (SIPA) Division and the Association of Business Information and Media (ABM) Division. SIIA's Business & Niche Information Group conducts educational and business development enablement programs to specifically help members maximize revenue potential across all business and niche information revenue models.

About InfoCommerce Group Inc.

InfoCommerce Group Inc. (ICG) was formed in 2000 to address the radical transformation of the information industry by providing guidance, research and advice to producers of commercial database content. ICG has expanded to add practices in health content and master data management. ICG has established itself as the thought leader in exploring, charting, analyzing and defining the most important issues reshaping the database business. Its proprietary Business Information Framework, Models of Excellence database and Subscription Site Insider best practices website help provide an in-depth understanding of how data products are produced and sold. For more information please visit <http://www.infocommercegroup.com> or call 610-649-1200.

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