

# 1. INRIVER AND DAKOTA SYSTEMS ANNOUNCE PARTNERSHIP

*Partnership will provide taxonomy and implementation services to manufacturers*

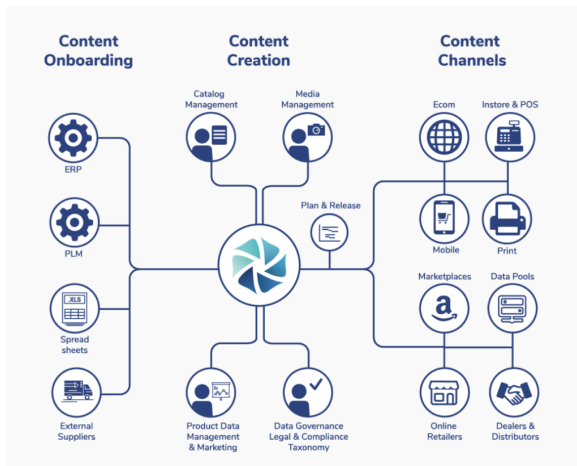
inRiver, the leader in cross-channel product information management and enrichment solutions, and Dakota Systems, a design and implementation concern for digital communication strategies, have joined forces to bring order and structure to manufacturing product data.

Dakota Systems is building upon their foundation of offering technical communication services to manufacturers by extending their offerings to include product information management (PIM). Product taxonomy and digital product experience are logical extensions of their technical communication heritage.

“Our manufacturing customers need help creating structured product data from unstructured documents and engineering data. As joint partners, we can help manufacturers efficiently onboard supplier data and transform legacy content into high-quality product content, which can then be enriched in inRiver PIM and distributed across online and offline channels,” said Joe Golemba, inRiver’s Vice President of Channel and Alliances.

“The proliferation of product data should not be an insurmountable barrier to adopting PIM. Engineering teams and technical publications teams have volumes of content that simply need to be made consistent and transformed into data suitable for PIM. Dakota can help companies make that happen faster, cheaper, and better,” commented Paul Włodarczyk, Product Information Practice Lead for Dakota Systems.

The companies’ mutual goal is to be the leading partners for manufacturers who need help transforming legacy data into high-quality product content within inRiver, achieving their PIM goals by providing more content—faster and at lower cost.



## About Dakota

Dakota is a software company dedicated to building product content solutions that create engaging digital experiences. Since 1999, we’ve been a trusted partner for global, engineering-driven brands such as Nokia, Motorola, United Airlines, Shure, Siemens, and John Deere.

Our developers help technical communicators and product teams improve the quality, speed, and business impact of their digital communication. Whether working with digital product pages or technical manuals we maximize technology ROI. Using proven analysis, design, and development techniques, we quickly and cost-effectively integrate business analytics with digital communication strategies for our customers.