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Contact:  
Kevin Metz  
HSR Business to Business  
Cincinnati, Ohio  
(312) 595-0203 – office  
kmetz@hsr.com



## **RLP Technologies Winner of *DM Review* Innovative Solution Award for Data Integration**

*Inaugural award features companies with groundbreaking software applications that provide real business value*

**DETROIT**, November 15, 2007 -- RLP Technologies, Inc., a wholly-owned subsidiary of R. L. Polk & Co., was recognized yesterday as the winner of the *DM Review* Innovative Solution Award for Data Integration. *DM Review's* Innovative Solution Award was created to recognize solutions that are groundbreaking and provide quantifiable true business value. Innovative uses of technology across and beyond the organization which result in high impact and value creation are the basis for competitive advantage.

RLP Technologies (RLPT) led a re-engineering effort for Polk to implement breakthrough technologies that would collect, standardize and enhance data from disparate sources, and build a "single source of the truth." The system feeds a variety of analytical and operational applications that are core to the company's business. RLPT's flagship solution, OneView360°, is a dynamic, metadata-driven data integration platform for automated database production.

RLPT leveraged DataFlux technology for high-end data matching and standardization capabilities to expose business rules for data quality. OneView360° leverages a service-oriented architecture (SOA) to create a real-time processing engine to ensure that data met corporate standards for integrity and quality.

"The new infrastructure enabled Polk to reap tremendous benefits in efficiency and reduce development cycles for a new solution for Lead Management," said Kevin Vasconi, CIO of R.L. Polk & Co., the leading provider of automotive vehicle and consumer data. "This new solution will revolutionize how automobiles are bought and sold, with significant improvements in the customer experience. Consumers receive more timely and relevant attention, as manufacturers and dealers better understand and predict buying behaviors and intentions."

"We are delighted to be recognized by such a well-known publication and the panel," said Norm Marks, Vice President of Sales & Marketing for RLP Technologies. "Our solution was designed to increase data processing performance, streamline IT infrastructure, lower IT total cost of ownership, and provide flexibility and agility."

"This award was created to highlight elite companies who creatively implement technology solutions and the vendors who facilitate that success. These award winners demonstrated a level of technological sophistication and innovation that moved them to a higher competitive level in advancing their strategic goals," said Jim Ericson, *DM Review* Editorial Director.

**About RLPTechnologies, Inc.**

RLPTechnologies is a wholly owned subsidiary of R. L. Polk & Co., the premier provider of automotive information and marketing solutions. RLPTechnologies is a technology company specializing in building industry-leading data solutions that serve as the foundation for focused, in-depth research and analysis across multiple industries - enabling the tools and applications to "mine" intelligence from the data. For further information on RLPTechnologies, please visit [www.rlpt.com](http://www.rlpt.com).

**About *DM Review***

*DM Review* empowers both the business and IT audience with the latest strategies for rolling out and optimizing technology investments. Published monthly, *DM Review* provides product reviews, best practices and cutting-edge commentary from the leading Business Intelligence and Data Management experts. Areas of coverage include: business process management, business performance management; customer relationship management including customer data integration; data integration, database and application management, data warehousing, ETL, EII, and EAI. This information is also available online at [www.dmreview.com](http://www.dmreview.com).

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