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## Syniti Acquires Leading Data Matching Technology Company 360Science

*Acquisition strengthens the Syniti Knowledge Platform by introducing world-class standardization, matching and harmonization functionality, enabling enterprises to achieve faster time to value on their most strategic data initiatives*

BOSTON – September 14, 2021 – Syniti, a global leader in enterprise data management, has acquired 360Science, a proven data quality leader specializing in matching, deduping, unifying, linking and verifying contact and business data. The acquisition, which encompasses 360Science’s technology and the retention of key talent in data matching and linguistics will strengthen Syniti’s expertise in helping customers tackle the complex issues surrounding data. This further cements Syniti’s leadership position in helping the world’s leading businesses solve their most complex data challenges.

With the ability to produce matching results at scale that mirror human-like perception without preprocessing, 360Science software gives organizations a higher level of data accuracy while greatly improving time to insight. Combining this unparalleled matching technology with the Syniti Knowledge Platform, organizations can now tackle errors, inconsistencies and challenges commonly found in business data throughout the enterprise using modern data science and artificial intelligence.

“With 360Science, the ability to match customers to transactions on-demand, on a daily basis, allows the company to be more agile in its customer relationship management,” said Shaun Niemeyer, Business Intelligence Analyst at Blain Supply, who leverages 360Science technology. “We can be more responsive to customer behavior and can more quickly evaluate the effectiveness of events/promotions at targeting in certain customer segments. The ability to contact new customers the day after they have made a purchase helps the business increase loyalty and expand our customer base.”

“Every enterprise struggles getting the trusted view of data they need to achieve their business goals – be it supply chain optimization or a true 360-degree view of their customers,” said Kevin Campbell, CEO of Syniti. “360Science solves one of the biggest challenges in enterprise data management by fusing the best of semantics, linguistics and artificial intelligence to deliver accurate data to the enterprise. This acquisition further enhances our capabilities for multi-system data migrations, data quality, and master data management, while supporting the explosive data growth we see across the industry enabling enterprises to achieve faster time to value on their most strategic data initiatives.”

Syniti will integrate 360Science’s matchit® software into the Syniti Knowledge Platform to provide a seamless experience where matching and harmonizing data becomes a foundational platform component. The acquisition accelerates Syniti’s growth in the market, which included record breaking revenue growth in H1 2021, and follows the company’s merger with DMR in April 2021. The combined

organization continues to help businesses rapidly translate data into valuable insights, helping enterprises grow faster, reduce risk and increase their competitive edge.

“Bridge Growth Partners remains steadfast in our support of Syniti’s growth and its important mission to help enterprises deliver the trusted data they need,” said Alok Singh, CEO of Bridge Growth Partners. “The acquisition of 360Science, coupled with the recent DMR transaction earlier this year, further demonstrates our strong commitment.”

For more information about Syniti, visit [www.syniti.com](http://www.syniti.com).

#### About Syniti

Syniti solves the world's most complex data challenges by uniquely combining intelligent, AI-driven software and vast data expertise to yield certain and superior business outcomes. For over 25 years, Syniti has partnered with the Fortune 2000 to unlock valuable insights that ignite growth, reduce risk and increase their competitive advantage. Syniti’s silo-free enterprise data management platform supports data migration, data quality, data replication, master data management, analytics, data governance, and data strategy in a single, unified solution. Syniti is a portfolio company of private equity firm Bridge Growth Partners LLC. Read more at [www.Syniti.com](http://www.Syniti.com).

#### About 360Science

360Science is a data quality company specializing in matching, deduping, unifying, linking and verifying contact and business data. Using purpose-built Artificial Intelligence, proprietary phonetic and fuzzy matching algorithms, context-sensitive lexicons, and a contextual scoring engine, 360Science defeats the errors, inconsistencies, and challenges commonly found in contact and business data. Learn more at [www.360Science.com](http://www.360Science.com)

#### About Bridge Growth Partners

Bridge Growth Partners, LLC is a private equity firm that targets investments in the technology and technology-enabled services sectors. Bridge Growth Partners brings together in one team premier investment, financial, strategic, and operating business building talent. The firm is committed to relationship-based investing, with a focus on supporting growth, operational excellence and world-class governance at its portfolio companies to create value for investors. For more information about Bridge Growth Partners, please visit <http://www.bridgegrowthpartners.com/>.

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