



PRESS RELEASE

SDL and SapientNitro Initiate Strategic Alliance to Re-Define Customer Experience Solutions

Breakthrough Web Engagement Management Solutions Drive New Multichannel Communications and Marketing Platform

NEW YORK CITY and BOSTON — June 29, 2010 — [SDL](#), the leading provider of Global Information Management solutions, today announced a strategic alliance with [SapientNitro](#)SM, part of [Sapient](#)[®], the largest independent interactive marketing services firm in the world. The two companies are collaborating to create new customer experience solutions via an industry-leading multichannel communications and marketing platform. The initial focus includes mobile applications for the iPhone[®] and other smartphones.

The initial result of this collaboration is [IONOS](#)[™], a multichannel airport communications and marketing platform that blends an airport's real-time travel information with targeted marketing messages through a combination of website, mobile applications and in-airport digital signage. Recently launched at [Denver International Airport](#) (DIA), IONOS is set to roll out in additional airports in 2010.

SapientNitro and SDL are further developing new Web Engagement Management (WEM) solutions that enable geo-location marketing, for additional industries such as retail and consumer packaged goods. These solutions enable enterprise marketers to revise their digital marketing assets quickly, easily and in real-time, for websites and mobile applications. Even more significant, marketers are now able to manage interactive messaging with their entire target audience, regardless of platform, device or channel.

"We looked at a number of Web Engagement Management systems. We built our platform with [SDL Tridion](#)[®] at the core to leverage its leading architecture, workflow and security model," said Ryan Scott, Director at SapientNitro. "In addition, its multilingual and multisite management capabilities meet the real needs of both travelers and airports."

Denver International Airport approached airport consultancy SH&E, an ICF International company, and SapientNitro to update their existing website and develop a mobile application to further enhance DIA's customer service offerings. SapientNitro selected SDL to provide the Web Engagement Management system for IONOS, which conveys highly relevant information to travelers while en route to the airport and throughout their airport experience. DIA's adaptation of IONOS includes the airport's website www.flydenver.com and a corresponding application for iPhone and Blackberry[®] called "[goHow](#)[™] Airport," available free at the iTunes store and Blackberry Applications World.

“We’re thrilled to team with SapienNitro, the leading customer experience company, as it’s clear their solutions result in superior customer-brand relationships. This is a unique opportunity for us to showcase our Web Engagement Management platform, recently named the leader in WEM platforms by [CMSWire](#),” said Jan Jaap Kolleman, CEO of SDL’s Web Content Management Solutions division. “This is the only platform that specifically targets customers in real-time and enables enterprise marketers to easily update branding, messaging and offers, simply and simultaneously.”

Through its different channels, IONOS reinforces airport branding, drives traveler satisfaction, and aims to increase revenue per passenger. At the heart of the IONOS solution, the SDL Tridion platform manages content for both web and mobile applications from a single content source — in the case of DIA, straight from the airport itself, not through a third party. IONOS operates as the voice of the airport, communicating the airport’s unique brand. This enables the airport to fully manage and approve content while allowing concessionaires, advertisers and others to provide travelers with relevant content.

“Initial feedback indicates that we are on the right track to creating a new customer experience that reduces the typical travel frustrations,” said Sally Covington, Deputy Manager of Aviation, Marketing and Public Relations at Denver International Airport. “By offering the best customer service and by building loyalty among passengers, I believe we can stand out from the competition. Our new website and mobile application are helping us to reach that goal.”

Sally Covington and Chris Davey, Senior Vice President and Global Head of Marketing and Commerce Technologies for SapienNitro, will present a session on IONOS and creating transformative customer experiences at Forrester’s Customer Experience Forum in New York City on June 29 at 2:45 PM. For more information, visit: <http://www.forrester.com/events>.

About SapienNitro

SapienNitroSM, part of Sapien[®], is the world’s first customer experience company. We create and engineer highly relevant experiences that accelerate business growth and fuel brand advocacy for our clients. By combining multi-channel marketing, multi-channel commerce, and the technology that binds them, we influence customer behavior across the spectrum of content, communication and commerce channels, resulting in deeper, more meaningful relationships between customers and brands. SapienNitro services global leaders such as Citi, The Coca-Cola Company, Mars, Singapore Airlines, Target, and Vodafone through our operations in North America, Europe, and Asia-Pacific. For more information, visit www.sapiennitro.com or follow us on Twitter [@sapiennitro](#).

About SDL

SDL is the leader in Global Information Management solutions, which provide increased business agility to enterprises by accelerating the delivery of high-quality multilingual content to global markets. The company’s integrated Web Content Management, eCommerce, Structured Content and Language Technologies, combined with its Language Services drive down the cost of content creation, management, translation and publishing. SDL solutions increase conversion ratios and customer satisfaction through targeted information that reaches multiple audiences around the world through different channels.

Global industry leaders who rely on SDL include ABN-Amro, Bosch, Canon, CNH, FICO, Hewlett-Packard, KLM, Microsoft, NetApp, Philips, SAP, Sony and Virgin Atlantic. SDL has over 1500 enterprise customers, has deployed over 170,000 software licenses and provides access to on-demand portals for 10 million customers per month. It has a global infrastructure of more than 50 offices in 34 countries. For more information, visit <http://www.sdl.com>.

About SDL Web Content Management Solutions division

SDL's Web Content Management Solutions division delivers the leading enterprise class Web Content Management platform, SDL Tridion. SDL Tridion enables organizations to deliver a consistent, interactive and highly targeted customer experience, in multiple languages, across multiple Web sites and channels.

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