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## **Walgreens Selects Initiate Systems to Manage Customer Records and Improve Service**

*Nation's Largest Drugstore Chain Will Gain a Comprehensive View of Customers Through the Deployment of Initiate Consumer™*

**CHICAGO** (October 29, 2008) – [Initiate Systems, Inc.](http://www.InitiateSystems.com), a leader in master data management (MDM) solutions, announced today that Walgreens, the nation's largest drugstore chain, has selected [Initiate Consumer™](#) to help manage the hundreds of millions of customer records that it maintains for its retail drugstores and e-commerce services.

[Initiate Consumer™](#) is an MDM application software for business-to-consumer (B2C) organizations in retail, financial services, insurance, hospitality and other commercial markets. Initiate Consumer delivers a comprehensive, single view of individual consumers to end users and automated business processes that rely on accurate customer data to function efficiently. It puts customers at the center of business processes, enabling rapid and more accurate identification that can improve the customer experience in sales, distribution, service and support.

[Initiate Consumer™](#) is based on [Initiate Master Data Service®](#) technology – a comprehensive master data platform that provides identity matching and management, data modeling, information quality management, data sharing, relationship and hierarchy management, and multilingual integration and synchronization capabilities.

### **About Initiate Systems**

[Initiate Systems, Inc.](http://www.InitiateSystems.com) enables organizations to strategically leverage and share critical data assets. Its master data management (MDM) [software and experience](#) as an information exchange leader provide organizations with complete, accurate and real-time views of data spread across multiple systems or databases, even outside the firewall. This allows companies to unlock the value of their data assets for competitive advantages or operational

improvements. Initiate Systems operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and Toronto, London and Sydney. For more information, visit [www.InitiateSystems.com](http://www.InitiateSystems.com).

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