

PRESS RELEASE

Breukelen, the Netherlands - October 18, 2017

TIE Kinetix strategy update

TIE Kinetix - the leading provider of cloud-managed Business Integration, E-Commerce, Demand Generation, and Business Analytics services - announces the completion of several strategic partnerships.

The search for strategic partners was launched in March 2017 following the successful development of FLOW Partner Automation; TIE Kinetix's latest state-of-the-art supply chain solutions. To bring FLOW to the next phase, TIE Kinetix will work with a select group of the best in class strategic partners.

Google is a strategic partner for product development, which led to the joint Google AdWords™ for Channel offering announced on October 10th, 2017 and to the addition of Google 360 Suite to power FLOW's analytics and reporting solutions for TIE Kinetix's customers.

Google, Microsoft (Azure) and LeaseWeb are TIE Kinetix's technology infrastructure partners of choice for hosting their cloud-based solutions worldwide.

Epicor, Exact, Unit4, Oracle and Syspro are TIE Kinetix's distribution partners, bringing their FLOW applications -such as their Business-to-Government electronic invoicing solutions - deeper into various vertical markets.

IntraFind and Optimizers are TIE Kinetix's technology partners, providing state-of-the-art search technology bringing unparalleled depth to their FLOW offering.

TIE Kinetix will continue to look for new partners to further scale and to strengthen the distribution and deployment of FLOW into both existing and new markets.

About TIE Kinetix

TIE Kinetix transforms the digital supply chain by providing Total Integrated E-Commerce solutions. These solutions maximize revenue opportunities by minimizing the energy required to market, sell, fulfill, and optimize online.

Customers and partners of TIE Kinetix constantly benefit from innovative, field-tested, state-of-the-art technologies, backed by 30 years of experience and prestigious awards. TIE Kinetix makes technology to perform, such that customers and partners can focus on their core business. TIE Kinetix is a public company and has offices in the United States, the Netherlands, France, Germany, United Kingdom, and Australia.

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