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Intercim Sponsors Aberdeen Report on MOM Adoption

Study shows 'best-in-class' manufacturers 2.5 times more likely to deploy MOM platform across global manufacturing network

ST. PAUL, Minn. — May 11, 2009 — [Intercim](#), LLC, a global leader in Manufacturing Operations Management (MOM) software, announced today sponsorship of Aberdeen Group's most recent benchmark report, titled "A Platform Approach to Manufacturing Operations Management." For this study, Aberdeen evaluated and classified manufacturers based on three key performance indicators (KPIs): On-Time and Complete Shipments; OEE; and Production Compliance. For the purposes of Aberdeen's research, "best-in-class" manufacturers were defined as the top 20% of performers in a weighted average across the aforementioned three KPIs. The results showed that best-in-class performance is comprised of:

- 97% On-Time and Complete Shipments;
- 92% Overall Equipment Effectiveness (OEE); and
- 99% Production Compliance.

According to Matthew Littlefield, Senior Research Analyst with the Aberdeen Group's Global Manufacturing Practice, "Manufacturers are constantly looking for ways to create a competitive advantage within their manufacturing operations. As it was discovered in our research, the best-in-class are the ones that have successfully addressed this issue in a variety of distinct ways. First, they have taken a collaborative approach to deploying a MOM platform. Second, their MOM platforms are considerably more likely to span their entire manufacturing network. Lastly, these manufacturers are delivering more value at a lower cost to the organization overall than their competitors."

"We see alignment with the results of this study and the performance of our customers," said Intercim President and CEO John Todd. "As our products help manufacturers achieve and maintain their 'best-in-class' status, we're happy to see Aberdeen's study validate our vision for the alignment between Engineering and Manufacturing. This alignment has proven to be a real boost for manufacturers as they deal with today's challenging environment."

To obtain a complimentary copy of this report, visit:

http://www.aberdeen.com/includes/asp/sponsored_registration.asp?ci=/launch/report/benchmark/5646-RA-manufacturing-operations-management.asp&spid=30411591

About Intercim

Intercim has 25 years of experience in helping discrete manufacturers meet regulatory requirements, harness lean principles, manage quality and execute processes in a paperless environment. The company is a demonstrated leader in manufacturing and production operations management software solutions for advanced and highly regulated industries. Intercim has offices throughout the United States and in Europe, with industry-leading customers such as Boeing, Sanofi Pasteur, Airbus, Ball Aerospace, BMW, and Honeywell. In addition, as part of its initiative to provide the utmost in operational excellence, the company also has technology partnerships with Dassault Systèmes, SAP and Microsoft. For more information, visit www.intercim.com

About Aberdeen Group, a Harte-Hanks Company

Aberdeen is a leading provider of fact-based research and market intelligence that delivers demonstrable results. Having benchmarked more than 30,000 companies in the past two years, Aberdeen is uniquely positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations *turn to Aberdeen*TM for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role in putting content in context for the global direct and target marketing company. Aberdeen's analytical and independent view of the "customer optimization" process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market. For additional information, visit www.aberdeen.com or call 617-723-7890. To learn more about Harte -Hanks visit www.harte-hanks.com or call 800-456-9748.

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