

Leading marketing automation application now scaled for large IBM data warehousing sites

Chordiant Marketing Director provides users with a powerful solution for attracting and retaining customers

Chordiant Software Inc. (NASDAQ:CHRD), a leader in Unifying Customer Relationship Management (CRM) Solutions today announced that Chordiant Marketing Director is now available for use with the following IBM data warehousing platforms: IBM's DB2 UDB for AIX, and IBM's DB2 Connect for IBM OS/390.

The powerful combination of Chordiant Marketing Director and IBM's data warehousing platforms will provide IBM data warehousing users with access to a rich set of data that can be leveraged to develop highly sophisticated, personalised direct marketing campaigns which help drive customer growth, retention and profitability.

Many Global 1000 companies struggle with the question of how to use the data captured in their data warehouses to effectively market, sell to, and service, their target markets. Chordiant Marketing Director is designed to map to a company's existing databases, provide an enterprise view of the customer and provide access to all relevant information needed to plan and develop personalised marketing campaigns. This leads to greater up-sell and cross-sell opportunities and enhances customer retention.

"Global 1000 companies that have invested in IBM's powerful data warehousing technologies can now leverage the most powerful, scalable marketing automation solution in the industry to help drive their marketing campaigns," said Ricky Kapur, general manager, Chordiant Software, Asia Pacific.

"Chordiant Marketing Director provides the rich campaign management functionality these companies need to maximise return on marketing initiatives and increase customer retention."

Chordiant's Marketing Director is designed for optimum performance on these IBM platforms, scaling to meet the business requirements of large companies that market multiple product lines to millions of customers across multiple channels.

Chordiant Marketing Director has demonstrated scalability of over tens of millions of unique customer records and leverages the rich set of data available in these massive data warehouses to manage the complete customer relationship

lifecycle from target identification through marketing campaign, offer, customer acquisition, fulfilment and ongoing customer service.

About IBM Corporation

IBM is the world's largest information technology company, with 80 years of leadership in helping businesses innovate. IBM Software offers the widest range of applications, middleware and operating systems for all types of computing platforms, allowing customers to take full advantage of the new era of e-business. The fastest way to get more information about IBM software is through the IBM Software home page at <http://www.ibm.com/software>.

About Chordiant Marketing Director

Chordiant's Marketing Director enables companies to manage the complete customer relationship lifecycle from target identification through marketing campaign, offer, customer acquisition, fulfilment and ongoing customer service. Marketing Director also provides real-time response information, campaign exposure and buying pattern intelligence so that customers can use what they have learned in one campaign to improve future campaigns. The enhanced access to communication data allows detailed customer interaction history to be stored and recalled for continual campaign optimisation.

About Chordiant Software

Heavily represented by the financial services, insurance, telecommunications and consumer-direct industry sectors, Chordiant's clients typically have more challenging environments for Marketing, Selling and Servicing, due to the complexity of decisions involved in completing a purchase and the

higher average monetary value of such transactions.

Chordiant Software, Inc. (www.chordiant.com) delivers a Unifying Customer Relationship Management (CRM) solution based on Chordiant's branded platform strategy, the Intelligent Customer Interaction Management (ICIM) platform. Chordiant's ICIM platform provides highly scalable building blocks for developing and integrating flexible CRM solutions into customers' existing enterprise-wide systems.

No matter how consumers choose to communicate with the enterprise-through branch locations, Web, email, telephone or wireless access - the Chordiant Unifying CRM Solution provides a real-time, single view of each customer and a consistent, personalised process for every interaction. The Chordiant Solution includes a comprehensive business process engine, which allows companies to implement best business practices across multiple touchpoints.

As a result of Chordiant's sophisticated Marketing Automation Business Services, marketers can maximise their ROI through the creation, execution and refinement of sophisticated direct marketing initiatives that span both traditional and online channels. Chordiant empowers high-value contacts designed to retain customers, grow revenues and drive profits during every contact.

Headquartered in Cupertino, Calif., Chordiant maintains offices in Boston; Chicago; Dallas; Manchester, New Hampshire; New York; London and Brentford, U.K.; Amsterdam; Paris; Munich; Frankfurt; and Sydney and Melbourne, Australia.

SAFE HARBOR

This news release includes "forward-looking statements" that are subject to risks, uncertainties and other factors that could cause actual results or outcomes to differ materially from those contemplated by the forward-looking statements. Forward-looking statements in this release are generally identified by words such as "believes," "anticipates," "plans," "expects," "will," "would" and similar expressions which are intended to identify forward-looking statements. There are a number of important factors that could cause the results of Chordiant to differ materially from those indicated by these forward-looking statements, including, among others, potential difficulties in the assimilation of operations, strategies, technologies, personnel and products of acquired companies and technologies, the impact of perceived or actual weakening of economic conditions on customers' and prospective customers' spending on Chordiant software and services; quarterly fluctuations in Chordiant's revenues or other operating results; failure by Chordiant to meet financial expectations of analysts and investors, including failure resulting from significant reductions in demand from earlier anticipated levels; risks related to market acceptance of Chordiant's products; customization and deployment delays or errors associated with Chordiant products; impact of long sales and implementation cycles for certain Chordiant products; reliance by Chordiant on a limited number of customers for a majority of its revenues; Chordiant's need to retain and enhance business relationships with systems integrators and other parties; Chordiant's use in its products of third-party software; activities by Chordiant and others regarding protection of intellectual property; and competitors' release of competitive products and other actions. Further information on potential factors that could affect the financial results of Chordiant are included in risks detailed from time to time in Chordiant's Securities and Exchange Commission filings, including without limitation, Chordiant's report on Form 10-Q for the quarterly period ended June 30, 2001, and the Annual Report on Form 10-K filed on March 27, 2001. These filings are available on a Web site maintained by the Securities and Exchange Commission at <http://www.sec.gov>. Chordiant does not undertake an obligation to update forward-looking or other statements in this release.