orbweaver

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May 12, 2026

An Open Letter to the Customers of Budde Marketing and Orbweaver

To our shared customers:

Budde Marketing Systems, Inc. is now a wholly owned subsidiary of Orbweaver, LLC. Nothing about the way you work with Budde changes today. The same people answer your calls, the same facilities run your data, and the same services keep running. This letter sets out what stays the same, what changes over the next several quarters, and how to reach us in the meantime.

What is not changing

Your points of contact at Budde Marketing are unchanged, at the same phone numbers and email addresses. Operations continue from the same facilities, on the same infrastructure you rely on today. Reporting, data processing, and support continue on the same schedules, with no interruption. If anything about your service does change, you will hear it from your existing contact first, not from a notice.

Contracts, agreements, and corporate structure

Existing contracts and agreements will be honored and transitioned to Orbweaver. Terms do not change as part of that transition. Budde Marketing Systems, Inc. is currently a wholly owned subsidiary of Orbweaver, LLC, and our intent is to formally wind up that entity by the end of 2026, with customer relationships, obligations, and services moving to Orbweaver. We will reach out to you individually before any paperwork requires your attention.

We are posting updates as the transition progresses at orbweaver.com/budde.

We may already be connected to your partners

Orbweaver operates an established network of connections across manufacturers, distributors, and platforms. In many cases we are already connected to the distribution partners you work with through Budde, which means less integration work for you, not more.

You can check channel coverage and download our current list of connections at orbweaver.com/connections. If a partner you rely on is not listed, tell us and we will scope the connection.

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If a new mutual NDA is needed

Some of you hold confidentiality agreements with Budde Marketing rather than with Orbweaver. Those agreements transition with everything else. If your legal or procurement team would prefer a new mutual NDA naming Orbweaver directly, or if three party agreements are required, we are happy to have that conversation and will work from your form or ours.

What the acquisition makes possible

The reason for this combination is capability. Orbweaver DataHub expands the data exchange methods available to you beyond what Budde could offer alone: additional file and API transports, broader and more flexible partner connectivity, and complex data volumes. EDI – yes. API – yes. MCP – yes. We are automating data ingest so that fewer steps depend on manual handling, and we are moving steadily toward real-time data availability rather than fixed reporting intervals.

Orbweaver is recreating the Budde Marketing platform on DataHub as a new product, Orbweaver SIGNAL. SIGNAL covers point-of-sale and direct sales data normalization, automated commission calculation, design registration tracking, ship-and-debit claim reconciliation, and inventory and customer visibility.

Intended SIGNAL timeline

- **Clickable prototype:** available now
- **Automated data ingest:** by November 1, 2026
- **Product available to beta partners:** Q4 2026
- **Customer transitions begin:** end of Q1 2027

No customer will be forced onto the new platform. If you would like to see the prototype or join the beta, say the word.

Meet us in person at Electronica 2026

It always best to address your questions face to face. Orbweaver will be exhibiting at Electronica 2026, November 10–13, 2026, at Messe München in Munich, Germany, in **Hall C6, Booth 305**.

You can book a 30-minute slot with the Orbweaver team at the booth through orbweaver.com/event/electronica-2026. Reserve a time through that link and you will receive a calendar invitation confirming it.

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In closing

Budde Marketing has served this industry since 1996, and the relationships behind that work are the reason Orbweaver is here. We intend to keep maintain those principles, improve the technology underneath them, and give you more of your own data, sooner.

If you have questions about your contract, your connections, or the SIGNAL timeline, contact your existing Budde point of contact or write to me directly.

Sincerely,



T. Christopher Ciesielka
CEO
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