

Alliance & Leicester selects Alterian for Operational Marketing

Streamlined campaign management to save bank time and money

CHICAGO, Ill. – July 10 (SEND2PRESS NEWSWIRE) – Alterian (LSE:ALN), the leading global enterprise marketing platform provider, announced today that Alliance & Leicester, one of the UK's major financial services groups, has implemented Alterian's operational marketing software, Organizer, to help streamline its campaign management processes. The new web-based system supports existing workflows and gives Alliance & Leicester a framework to help make marketing processes even more efficient, enhance new recruit training, reduce time spent on mundane tasks and improve information sharing.



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Alliance & Leicester wanted a software tool to help manage and support the entire marketing process, to improve visibility and status of all projects, promote best practice and reduce any duplication of work. Alterian Organizer provides planning, budgeting, automated workflow and approvals, electronic job bags, plus print and design management, to 125 users across the group's Branding, Marketing Communications, Design, Print, Legal, Compliance and Operations.

The new platform allows external suppliers to engage with the bank, such as design agencies submitting designs for approvals or printers being able to submit quotes. An integrated soft-proofing module speeds-up the creative review and approval process across teams of internal users and Alliance & Leicester's external marketing partners and agencies.

"We run over 1,000 individual marketing projects every year and improving efficiency of the campaign process was a key driver behind selecting Organizer," explained Mike Lord, senior marcomms manager, Alliance & Leicester. "By having one central repository of all activity, it also provides a clear overview enabling management to make faster, more informed decisions and also help meet Financial Services Authority regulations for reporting on marketing communications."

Delivering automated and collaborative techniques for key parts of the marketing process, Organizer makes campaign approval quicker, give updates on project timelines and outstanding tasks and reduces time spent in meetings. Alliance & Leicester has also gained computerized data storage rather than

physical job bags, allowing easy search and retrieval of previous campaign data which meets with FSA regulations and audit requirements.

“Organizer takes our management of marketing activity to a more sophisticated level,” continued Lord. “Alterian has worked alongside us to help define how processes can be streamlined and best supported by Organizer, clearly demonstrating its expertise in the marketing sector. Its partnership approach and project management skills gave us confidence it was the best cultural fit for us.”

“Innovative organizations like Alliance & Leicester continuously seek to improve the effectiveness of campaigns by optimizing their marketing operations at every stage,” commented David Eldridge, CEO, Alterian. “Organizer helps meet this demand, by providing the ‘glue’ which holds the marketing processes together in a way that can be managed effectively and hence improve staff productivity.”

Alterian also announced today the availability of the Alterian Operational Marketing Benchmark, a self-evaluation tool to help marketers improve the processes used to manage all parts of their marketing operation. Available at www.alterian.com/benchmark, it provides marketers with a tailor-made report and recommendations on their marketing strategy and processes.

About Alliance & Leicester

With more than 5.5 million customers, Alliance & Leicester is one the UK’s major financial services groups. It offers a broad range of financial services to personal and commercial customers. Alliance & Leicester has been a member of the FTSE 100 index of leading shares since 1997, when it converted from its original mutual building society status. For more details visit www.alliance-leicester-group.co.uk.

About Alterian

Alterian (LSE: ALN) is the leading global provider of software for Analytically Led Integrated Marketing – making it practical and cost effective for marketers to gain insight into their data and use this to drive an integrated marketing strategy, across multiple online and offline channels, from a single set of applications and infrastructure.

A global community of over 70 business partners, including many of the leading providers of services to marketers such as Accenture, Acxiom, Allant Group, Carlson Marketing Group, Experian, Epsilon, InfoUSA, Harte-Hanks, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver the Alterian Marketing Services Platform alongside their own value-added services. These solutions empower market leaders like Princess Cruises, General Motors, Zurich, HSBC, Starz Entertainment, Limited Too, Dell, Amnesty International and Vodafone, to drive competitive advantage through improved marketing performance and customer satisfaction.

Alterian was founded in 1997 and listed on the techMARK Index of the London Stock Exchange in 2000. With offices throughout North America and Europe, Alterian software is used in over 20 countries worldwide. www.alterian.com.

All trademarks acknowledged.

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