

# Quadstone Joins Siebel Alliance Programme as a Premier Partner

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Quadstone's Predictive Marketing Solutions to Complement Siebel eBusiness Applications to Deliver Increased Customer and Campaign ROI and Enrich Customer Relationships

London, May 10th, 2001 – Quadstone, a leading provider of predictive marketing software and services, today announced that it has joined the Siebel Alliance Programme as a Premier Software Partner. Siebel Systems, Inc. is the world's leading provider of eBusiness applications software. As part of the alliance, Quadstone will integrate and validate its best-of-breed predictive analytics software with Siebel Systems' market leading eBusiness solution. The integrated solution will help business users more efficiently and accurately predict what products customers will buy, what promotions they will respond to, which customers are under threat of defecting and which customers have the potential to be more profitable.

Siebel Systems provides an integrated family of eBusiness applications software enabling multichannel sales, marketing and customer service systems to be deployed over the Web, call centres, field, reseller channels, retail and dealer networks. Siebel Marketing is the industry's most comprehensive suite of applications that enable marketers to plan, manage, execute and analyse personalised, multichannel marketing programmes. The integrated solution generates customer selections, rules, scores and segments using Quadstone's predictive marketing solutions, using sales, service and marketing data captured by Siebel eBusiness Applications. The customer selections, rules, scores and segments are then used within Siebel eBusiness Applications, such as Siebel Marketing, to optimise targeting strategies and future customer interactions. This seamless integration is achieved through Siebel Systems' analytical adapter interface and further demonstrates Quadstone's capability to con!

nect to operational systems as part of the Quadstone Connector Programme.

For today's marketers it is crucial that they can combine their customer-facing eBusiness applications with analytical software to create intelligent solutions that allow them to quickly measure and monitor which communications are successfully influencing which customers to buy which products. By integrating Quadstone's predictive analytics with Siebel eBusiness Applications, marketers can more accurately predict who is likely to respond to a particular offer and determine the expected value of a customer. Marketers can then use this information to ensure that their marketing effort is focused directly at those customers whose responses will add the most to, and not detract from, company revenues.

"With the combined solution, our joint clients will be able to more easily and accurately explore, measure and predict customer behaviour and take action in real-time, across all channels," said Daniel Lackner, Vice President and General Manager of Marketing Automation and Analytics Products at Siebel Systems. "Together, Siebel Systems and Quadstone will help companies more effectively address the fundamental customer issues of maximising, retention, response and lifetime value."

Quadstone President, Mark Smith, sees the partnership as an important step in addressing the marketer's need for improved access to vital customer data. "Working with Siebel Systems allows us to address the disconnect that marketer's face between driving their marketing activities through pure intuition and using statistical techniques to extract patterns from customer data," Smith explained. "Siebel

Systems is the undisputed leader in the eBusiness market and with our 100% focus on customer behaviour applications we make a compelling joint solution.”

As part of the alliance, the companies are engaging in product integration, joint marketing and collaborative sales programmes. Full demonstrations of the integrated solution are available and were previewed at Siebel European User Week, April 22-25, 2001 in Cannes, France and at Siebel eBusiness World today in New York. Quadstone plans to complete validation of its integration with Siebel eBusiness Applications by July 2001.

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#### About Quadstone

Quadstone helps companies maximise customer value and generate increased financial returns by understanding, predicting and influencing customer behaviour in and across all channels. Quadstone offers software and services for specific industries, touchpoints and applications. These solutions improve the efficiency and effectiveness with which marketing users can address issues of customer retention, ROI, risk and response.

Quadstone's international clients include market leaders in the financial services, retail/e-tail, telecommunications and marketing services sectors and include CVS, GUS, Fingerhut, Barclays and Vodafone amongst others. Founded in Edinburgh, Scotland in 1995, Quadstone now also has offices in London, England and Boston, Massachusetts. For more information visit [www.quadstone.com](http://www.quadstone.com).

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