

Identex Partners with Alterian for HPIS deal

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IDENTEX AND ALTERIAN BREAK NEW GROUND WITH HPIS (HOSPITAL PLAN INSURANCE SERVICES) DATABASE MANAGEMENT SYSTEM

Powerful Database Interrogation and Campaign Management Partnership

Identex, a leading provider in customer management solutions, today announced that Hospital Plan Insurance Services (HPIS) will be the first organisation to benefit from its new partnership with Alterian, a global provider of Analysis Database technology. The partnership combines the power of Identex customer management solutions and the Alterian Engine to deliver a customised marketing automation system.

Based in London, HPIS is a leading provider of direct low-cost health benefits and personal accident insurance. A long-standing client of Identex, HPIS required a system that would enable them to uncover new business opportunities and be capable of easily interrogating their vast database of current and lapsed customers and prize draw respondents. Chairman at HPIS, Michael Bradfield explains, "The system needed to help increase marketing productivity and reduce costs by targeting the right people, with the right message, at the right time as well as handling the growing number of HPIS customers. Together, Identex and Alterian have provided us with a customised solution that meets all of these needs."

Through partnership with Alterian, Identex has provided HPIS with a powerful and accessible customer management solution for outbound marketing. The Alterian Engine is a client-server database engine capable of analysing more than 100 million records a second. The database was easily integrated into Identex customer management solutions and HPIS's existing systems.

The combined solution will empower non-technical end-users to make rapid selections and ask 'what if' questions from the database for use in multi-stage, multi-media campaigns.

Managing Director at Identex, Tim Pottinger comments, "Through our partnership with Alterian we have delivered a solution that will enable HPIS to have a complete view of their customers, ensuring the company gains a maximum return from their marketing expenditure.

It is essential we implement technology that will deliver what it promises and our partnership with Alterian is an example of the way Identex will continue to extend its range of products and services. This alliance guarantees we meet our clients evolving and individual customer management requirements."

Chief Executive at Alterian Plc, David Eldridge elaborates, "Both the Alterian Engine and Identex Campaigner are extremely successful products in their own right. By integrating the two products we have both made a major leap ahead in database management and marketing automation solutions."

About Alterian plc

Alterian's Analysis Database platform and integrated software tools enable data analysis to be viable both in terms of speed and cost. The resulting information allows organisations to improve their

understanding of their customers, products and services. In turn, this enables informed decisions to be made which improve the profitability of their operation. Alterian's data analysis technology can be applied to a wide range of applications from customer and product analysis through to fraud detection and network traffic analysis. Alterian works with business partners to create specialised packages for individual customers and specific vertical end users.

Alterian is focused on being the de facto data analysis platform and leading provider of data analysis software solutions. Working with key partners including Accurate Business Solutions, Carlson Marketing Group, Claritas, Experian, CMG plc, Dimension Data, GB Information Management, Marketing Databasics, MarkIT Information Services, Microgen Kaisha, Occam, Proffit Share and Vertex, Alterian is dedicated to creating customised technology that work with existing systems, enabling clients to handle and rapidly process the vast quantities of data available to them. Alterian is based in Bristol in the UK and Chicago in the US and has recently floated on the techMARK Index (July 2000) of the London Stock Exchange.

About Identex

Headquartered in Crawley, West Sussex, Identex has a strong portfolio of software and services, which span five main areas: eCampaign Management, Database Management, Global Data Quality Management, Analytics and Consultancy. A sub-brand of The Computing Group, its customers include British Telecom, British Airways, CGNU, Halifax Group Plc, John Lewis Partnership, Rentokil Initial, Royal & SunAlliance. Further information is available from <http://www.identex.co.uk>

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