

DEVERILL FORMS ALLIANCE WITH PANGAEA CONSULTING

Submitted by: Jacqui Green Marketing

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* Formidable new partnership in membership systems

Leading IT Services and Solutions provider Deverill has formed a strategic alliance with Pangaea Consulting Ltd., to market and sell Deverill's Smart -- the customer-proven family of integrated business applications. Under the agreement, Pangaea will deliver added value, Smart-based, membership management solutions to membership organisations throughout the United Kingdom.

Pangaea's chief executive Hanif Patel has more than 20 years experience working with chartered institutes, societies and associations in the UK's not-for-profit sector.

Deverill marketing manager Tony Kingston explains, 'This is an important new partnership for the marketplace. Deverill has invested some £3 million developing the Smart family of business applications and integrating them with the most widely used accounting systems, such as Microsoft Great Plains. Pangaea has an enviable track record at working with some of Britain's largest institutions, societies and associations. This strategic alliance combines the strengths of both players to make a formidable new partnership in the membership systems arena.'

Hanif Patel says, 'The access that this alliance gives us to Deverill's Smart technology means we can exactly match even the most demanding requirements of the UK's membership organisations. The most important thing for organisations today is adding value to their membership services, helping them retain members, improve levels of service, and increase profitability of their services. Smart delivers all this and more.'

One of the first initiatives by the new partnership will be a programme of one-day seminars to be held in London, Bristol, Manchester, Edinburgh in the near future. The seminars will be aimed at explaining to the senior executives of membership organisations precisely how they can retain members and improve profitability through careful tuning of their membership systems. Dates and venues of the seminars will be announced in the near future. For further information see the Deverill and Pangaea Consulting web sites at:-

<http://www.deverill.co.uk>

<http://www.pangaea-consulting.com>

NOTE FOR EDITORS

About Smart

Smart is a customer-proven family of integrated business applications. Smart provides a central framework for all member, customer, prospect and staff related information across the enterprise. Comprising independent application modules that can be implemented standalone or as a complete front office business solution smart provides you with the means to automate each or all of the following business processes:-

- * Membership management and accounting
- * Customer and prospect sales tracking
- * Staff recruitment and administration
- * Education and qualification tracking
- * Training course management and operation

Smart also offers the capability to link seamlessly into back office processes such as financials, order processing and document management. It can be, for example, integrated completely with Microsoft Great Plains back office and human resources software.

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