

# Talisma Accelerate Market Impact through Strategic Alliance with Fullbrook Consulting Group

Submitted by: Fullbrook Consulting Group

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London, May17, 2002 – Fullbrook Consulting Group and Talisma have today announced a strategic alliance. This alliance will enhance Talisma's recent rapid growth and provide competitive advantage throughout UK and Europe.

Fullbrook have worked closely with Talisma to develop their Channel and Distribution Strategy. As a result, Dacon Electronics Plc have been appointed as a UK Distributor. Dacon will penetrate the multi-media contact centre market through their extensive reseller network of call centre System Integrators.

"Fullbrook have provided the means for a number of high tech organisations to gain unprecedented market share by maximising their relationships in EMEA. We believe that the combination of Fullbrook's expertise in the EMEA region and the Talisma software suite will prove a recipe for even greater success for Talisma" comments Tim Vaughan, Sales Director Talisma Europe.

Wayne Kay, Managing Partner of Fullbrook comments, "We realised at a very early stage that Talisma have a tremendous offering and are on the verge of some land slide victories because of this. Whilst other companies are still focusing their development efforts on trying to integrate the legacy applications of acquired companies, Talisma is built from the ground up and is focusing on being able to offer so much more than its competitors. Fullbrook are extremely pleased to be playing a part in Talisma's ongoing success".

About Fullbrook Consulting Group – <http://www.fullbrookconsulting.com>

The Fullbrook Consulting Group is an established but fresh consultancy, providing focused and holistic consultancy services through Four (4) dedicated divisions. Through these divisions, Fullbrook are able to provide a 'one-stop-shop' for our clients, and by doing so can become a central part of the clients decision making processes, in topics ranging from sales strategy to recruitment and technical consultancy through application design and support. Fullbrook differentiate themselves by working closely with and providing numerous but specialist services to Technology Vendors, Value Added Resellers, Systems Integrators and Consultancies.

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About Talisma - <http://www.talisma.com>

Talisma is a developer of interaction-driven CRM solutions for Customer Service & Support, Sales and Marketing. Talisma's philosophy of rapid software deployment and use-based evolution has helped hundreds of companies create long-lasting and profitable customer relationships and see early returns on their investment. Whether installed or hosted, modular Talisma CRM products and services are easy to deploy, extend, integrate, and scale.

Headquartered in Seattle, Talisma has more than 500 employees with offices in India, Europe, Asia and 15 cities across the U.S. The company has a rapidly growing list of more than 400 customers including Real Networks (NASDAQ: RNWK), Eclipsys Corp. (NASDAQ: ECLP), Click2Learn, Inc. (NASDAQ: CLKS), Air Products (NYSE: APD), Tupperware Corp. (NYSE: TUP), Cooper Tire & Rubber Company (NYSE: CTB) and MSNBC. Talisma is privately held with investments from Oak Investment Partners, Madrona Venture Group, Paul Maritz, SeaPoint Ventures, Cedar Grove Investments and The Carlyle Group.