

# Nettec Forge Loyal Partnership with ICLP

Submitted by: Nettec

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Nettec, the content-managed corporate portals specialist has joined forces with ICLP, International Customer Loyalty Programmes to create what they believe to be the first partnership of its kind in the UK. The fusion of Nettec's digital technology expertise and ICLP's loyalty marketing skills will provide an unrivalled service to companies faced with the constant challenge of attracting and retaining customers via their digital channels. Nettec have an established award winning reputation for providing the most innovative yet pragmatic digital solutions built on the latest technology, and ICLP is widely respected as a world leader in Loyalty Marketing and CRM with over 250 clients in 45 countries around the world.

Working in partnership with Nettec, ICLP has been able to meet very tight deadlines for the ongoing implementation of a major pan European Channel Marketing initiative that will enable the Company to manage the transactional information and support for thousands of I.T. resellers across the Continent. ICLP has now adopted Cold Fusion as its standard throughout its six development operations in Europe, Asia, Australasia, The Middle East and U.S.A. Cold Fusion has enabled ICLP to rapidly develop browser front-end functionality using Cold fusion for its loyalty systems used by Airlines, Hotel Chains and Rail operators throughout the world.

Tony Clarke, Director ICLP commented, "In progressing its success as a global leader in loyalty marketing, ICLP recognises that corporations must ensure that their commitments to and investment in its customer loyalty and CRM are carried through to its relationships via the digital environment. Today we see many companies failing to achieve this. This coupled with the need to ensure ICLP clients and prospects have access to the very latest and best advice on development of digital marketing solutions, led us to identify a suitable partner to complement ICLP skills in this area. Having reviewed the market extensively, ICLP selected Nettec to partner it on a major pan European loyalty project. Following the successful launch of this programme Nettec and ICLP formed a partnership."

Thomas Nikolopoulos UK MD of Nettec said, "We are very excited about this partnership which demonstrates our continuing commitment to further develop our loyalty expertise in the digital space. As we forge forward into this highly specialised area, we can help many companies who are struggling to maintain customer loyalty. Nettec can now offer an invaluable service that will provide a strategic and creative way to meet our clients continuing challenge of attracting and retaining one of their most valuable assets, their customers. Nettec believe this partnership will bring together the very best in loyalty marking and digital communications."

~ENDS~

## Notes to Editor

### About Nettec

Nettec plc designs, builds and supports content-managed corporate portals, partnering with the world's leading software companies, selecting best-in-class technology to deliver the most cost-effective business fit. Nettec's modular solutions, whether bespoke or off-the-shelf, can comprise content management, application integration, web services and application support. Nettec's award winning design and technical expertise encompasses web development, mobile communications, interactive TV, J2EE and desktop technologies. A small selection of clients include: AXA Investment Managers, Deutsche Bank AG, First Choice Holidays plc, Interflora, News International plc, Stockton-on-Tees, Borough Council, Superdrug and The Capita Group.

For further press information or photography, or to arrange an interview, please contact:

Sharon McKay - PR Manager  
0208 255 4004 or 07748 156 921  
Email: [sharon.mckay@nettec.net](mailto:sharon.mckay@nettec.net)  
Or Email: [contactus@nettec.net](mailto:contactus@nettec.net)  
Website: <http://www.nettec.net/>

### About ICLP

ICLP are specialists in loyalty and relationship marketing products and services with an international presence and an impressive track record working with over 300 blue chip companies around the world. Established in the UK in 1987, the company has grown rapidly and now has a commanding worldwide presence.

UK headquartered with 4 offices in London and Croydon and 5 offices worldwide - Dallas, Dubai, Hong Kong, Singapore and Sydney. Offers a wide portfolio containing loyalty software and systems, relationship marketing, call centres, enhancement products and interactive solutions. Can deliver a total service -providing fully integrated loyalty or 'a la carte' services.

## Contact

Tony Clarke  
ICLP Plc  
5 Brighton Road  
South Croydon, Surrey CR2 6EA, United Kingdom  
Tel: +44 (0) 208 256 9043 (Direct Line)  
Tel: +44 (0) 208 256 9035 (Switchboard)  
E-mail: Tony.Clarke@iclpoyalty.com  
Web: <http://www.iclpoyalty.com>