

# Senior Appointment Ramps Up Edenbrook's .Net Service Offering

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...Edenbrook Continues Expansion of .Net Practice...

Leading UK systems integrator Edenbrook, today announced the appointment of Neil Coughlan as Microsoft alliances manager. The appointment is set to boost Edenbrook's early lead as a first choice supplier of .Net-based web services.

Bringing over ten years experience implementing, selling and marketing Microsoft enterprise solutions, Coughlan will be responsible for expanding Edenbrook's .Net practice. His role includes the management of Edenbrook's Microsoft alliances programme, the development of its .Net sales and marketing strategy and the implementation of joint initiatives with Microsoft.

An early adopter of .Net technology, Edenbrook is already responsible for some of the UK's largest and most complex .Net implementations. Coughlan said: "Edenbrook has already saved companies tens of thousands of pounds in integration and development costs using Microsoft's XML-based .Net technology. It's also one of the few companies with the project management skills and functional expertise required to implement large-scale enterprise applications. I'm delighted to have the opportunity to join such an expert team."

Edenbrook's marketing director David Kilpatrick added: "More and more companies are looking to exploit the agility of .Net-based solutions. Having a fully connected business linking customers, business partners and employees means that companies can respond to threats and opportunities faster and in new ways."

Since joining Edenbrook, Coughlan has formalised the company's relationship with Microsoft, signalling the start of its alignment with Microsoft's overall vision for the future of .Net technology.

Kilpatrick said: "In the light of the recent recession, companies are being much more selective about the kind of consultancy support they require. Unlike most consultancies however, Edenbrook only employs high-quality, experienced consultants. By using their expertise, we can significantly reduce the risks and timescales usually associated with implementing large-scale enterprise level projects. The .Net framework allows us to reduce these risks and timescales even further."

Coughlan joins from IT services organisation Ciber Solutions Partners UK Ltd where he managed the company's strategic partnership and alliances programme. Whilst at Ciber, Coughlan created the company's core eCommerce, eKnowledge and eInfrastructure service offerings. Prior to Ciber, Coughlan worked at IT Services company ARIS, where he grew the company's core consultancy practice into a £5M business in less than three years. He was also responsible for driving the company's efforts to secure ARIS' status as a Microsoft Gold Partner, Intel eBusiness Partner and Dell Technology Consulting Partner.

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Notes to editor

## About Edenbrook

Edenbrook is an independent systems integrator that specialises in developing and integrating large-scale, complex enterprise applications. With an additional focus on implementing package-based solutions, the company boasts a proven track record delivering solutions built around the applications of industry-leading vendors. These include Siebel, Oracle Applications and Microsoft.

Edenbrook is also one of the first systems integrators to successfully deploy Microsoft's .Net technology for enterprise level solutions.

By building frameworks that capture the experience of its high-calibre, experienced consultants, Edenbrook helps companies reduce the timescales, complexity and costs associated with implementing large-scale enterprise solutions.

Edenbrook provides a cost-effective, low-risk alternative to the services offered by the 'big five' large consultancies. It is a Microsoft Certified Partner and Oracle eBusiness Suite Certified Solution Partner.

Edenbrook serves financial services, telecommunications and manufacturing companies. It has a consortium of investors led by Elderstreet DrKC, part of Dresdner Kleinwort Wasserstein.

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