

# DX Delivers major contract to Attenda

Submitted by: Attenda

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Attenda entrusted with server operations

London, April 7, 2004 –DX (formerly known as Hays DX) a market leading mail and parcel solutions provider today announced the award of a major contract to Attenda. The contract will hand over responsibility to Attenda for running all DX's server operations, including SAP, Microsoft Exchange and other line of business applications, some of which will run across 36 distributed locations.

Tony Millyard, IT Director for DX commented, "I was impressed by the Attenda user community, and the fact that their business model suits a wide range of organisations. Their emphasis was very much on delivering the right solution for DX, rather than maximising their revenue. When placed against competitors, Attenda can deliver greater cost efficiencies due to their unique platform. Additionally, the service level agreement ensures that we will receive the quality of service that our business demands." He continued "By handing over the running of our application infrastructure to Attenda, we will no longer have any servers to run internally, enabling our staff to concentrate on delivering value to the business."

David Godwin, VP Sales at Attenda said, "We are delighted that DX chose to partner with Attenda. Due to the Attenda MO platform, DX will benefit from considerable savings whilst ensuring that the availability, performance and security of their applications is second to none."  
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About Attenda Limited

Attenda is Europe's leading specialist in operating enterprise and Internet applications. We enable clients to selectively outsource their IT operations and re-focus on using IT to add strategic value to their business. Through a commitment to operational excellence, we manage, secure and optimise the performance of their applications, irrespective of the physical location of the infrastructure, either in Attenda's data centres or elsewhere.

Attenda is able to significantly reduce the cost of a client's IT operations. With over 5 years' investment into Attenda M.O., Attenda's operations platform, we provide the people, process and technology to deliver exceptionally high service levels, but at a cost that is amortised across Attenda's entire client base – currently, 75 of the UK's leading companies.

The company enjoys substantial financial backing, the industry's leading accreditations and an unrivalled portfolio of clients including easyCar, Compass Group, Debenhams, Microsoft and Sun. Attenda is BS7799 accredited, an HP SP Signature Partner, a Microsoft Gold Certified Partner for Hosting and Application Services and a SunTone accredited SunOne managed service provider. Attenda is one of only seven companies to have been ranked in the UK's Sunday Times ARM Tech Track 100 for three consecutive years.

About DX

DX has provided the leading alternative service for time-critical business mail since 1975, through its

Document Exchange business, as well as a range of door to door delivery solutions within key business sectors through its Specialist Courier network.

Investment in leading-edge technology has enabled us to break new ground in the market place and offer ever improving service enhancements and value for money to customers.

Changes in the UK mail market, as a result of continuing deregulation, have also brought new opportunities for the business. In January 2003, the UK regulator for the mail industry, Postcomm, awarded DX the first long-term postal services licence. This means for the first time, DX can deliver direct to the doors of businesses, and introduce services which provide unique features and unbeatable choice for companies sending mail to the business community.

For further information about DX, visit [www.thedx.co.uk](http://www.thedx.co.uk), or contact  
DX Marketing Communications:  
Nick Edwards  
+44 (0)1753 630630  
[nick.edwards@thedx.co.uk](mailto:nick.edwards@thedx.co.uk)

Or

For further details about Attenda, visit [www.attenda.net](http://www.attenda.net) or contact  
Attenda Corporate Communications:  
Neal Gandhi  
+44 (0)1784 211100  
[neal.gandhi@attenda.net](mailto:neal.gandhi@attenda.net)