

Frontrange Solutions Joins Microsoft, Oracle, Sage, smartFOCUS and Experian in Supporting Customer: Strategy & Management 2005

Submitted by: CMP Europe

Tuesday, 12 April 2005

London, 12 April, 2005. Customer: Strategy & Management, the new event from CMP Information, has announced exciting new developments with new industry-leading exhibitors, the confirmation of the speakers at the world-class conference programme and the finalising of partnerships with the industry's most prestigious associations and publications.

Companies now signed to exhibit at Customer 2005, when it takes place from 28-29 June 2005 at the Birmingham NEC, include some of the world's leading suppliers of customer service products and solutions including, Oracle, Experian, Microsoft, QAS, Sage, Merchants, smartFOCUS, Convergys, Talisma and Frontrange Solutions. The variety of suppliers at the event will ensure that customer service, sales and marketing professionals as well as those in senior corporate management who are developing strategy will be able to source all the latest products and services that will help them to identify, win, satisfy, retain and grow profitable customers. The backing of such prominent industry-suppliers is proof that the concept of Customer 2005 is an accurate reflection of the needs of the industry.

"We're excited to be a part of CMPi's latest launch event," explains Steve Elsham of Oracle.

"The organisation's history in launching and growing the successful events, Technology For Marketing and Call Centre Expo, has given us the confidence to believe that the event will be everything it promises to be, which is exactly what the industry needs. As the customer management market is maturing, the position of Customer 2005 as a dedicated event for integrated customer management solutions fits perfectly with the holistic approach that customer management strategies are now taking."

Running alongside the exhibition, the Customer Conference has now announced the confirmed line-up of speakers in a world-class seminar programme that will explore the most topical issues, attracting senior-level delegates. Legoland, Norwich Union Insurance, Scottish Water Virgin Money and Orange are just some of the organisations that will be presenting real-life case study material in the just announced Customer: Strategy & Management Conference. For details of the full programme please visit www.customer-event.co.uk/conference.

Leading industry associations including the IDM, ICS, CCMA and SOCAP are all lending their support to the launch event. Support has also been secured from the lead media sponsor, Customer Management as well as other key publications including Management Today, CCF, Data Strategy, Marketing Week and Precision Marketing. Online supporters include, CMC Insight Exec, Contactcenterworld.com and ITProPortal.com.

Paul Cooper from the ICS says: "Customer 2005 is just what customer management needs and deserves. Good organisations now understand that customer service, as part of a customer management strategy, must be a long-term commitment and that there is much more to it than installing the latest technology, and that extra ingredient is recognising the importance of people and change management. Successful organisations will be those that look at customer management holistically and don't let the processes run the business. The launch of Customer 2005 has come at the right time, to coincide with this development in belief; a belief that the Institute of Customer Service shares."

"We've been delighted with the response we've had from exhibitors, associations, publications and potential visitors alike," explains Mark Abay, Event Director, Customer 2005. "Our highly targeted and segmented marketing campaign is already showing impressive results in the quantity and quality of visitor planning to visit Customer 2005. There is a real appetite in the market for a mature customer management event and we are confident that Customer 2005 will establish its position as the UK's leading dedicated event for integrated customer management solutions."

Customer: Strategy and Management 2005 will take place from 28-29 June 2005 at the Birmingham NEC. For further information on the event, or to register for free entry to the exhibition please visit www.customer-event.co.uk.

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About Customer: Strategy & Management

Customer 2005 will take place from 28-29 June 2005 at the Birmingham NEC. The exhibition and conference is organised by CMP Information, the organisers of Call Centre Expo, Technology For Marketing, The Call Centre Executive Forum and publishers of CCF magazine. For further information on the event, please visit www.customer-event.co.uk.

About CMP Information

CMP Information is the UK-headquartered professional media division of United Business Media plc.

Operating in the UK, US, Asia and Europe, CMPi delivers business media solutions to a number of industry sectors. Its products including magazines, exhibitions, conferences, awards, directories and websites are targeted at business professionals across a range of markets; these include Building & Property, Healthcare, Entertainment, Travel, Agriculture, IT & Games and Print.

Amongst its well-established brands are industry leading publications including Guitar Player, Building, Pulse, Travel Trade Gazette, Building Design, Property Week, Music Week, and Chemist & Druggist. CMPi also has a number of leading directories, compendiums and information services such as the Building Product Compendium, Benns Media, The Knowledge and the Professional Series. It also has a number of exhibitions recognised as the pre-eminent events in their respective market sectors. These include CPhI, FIE, The Interiors Event, ACPO, International Fire Expo and IFSEC.

CMPi's magazines reach over 1.3 million readers directly through subscription, newsstand and controlled circulation, while over 250,000 business professionals and marketers visit its exhibitions each year. CMPi has approximately 1,000 employees and in 2003, CMPi's revenues totalled £135m and its profits were £25.3m, providing around 25% of UBM's group operating profits.

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