

OutlookSoft appoints Prompt Communications as Retained UK Public Relations Consultancy

Submitted by: Prompt Communications Ltd

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Fast-growing technology PR and copywriting agency to promote OutlookSoft's Microsoft-based Business Performance Management (BPM) software to the UK market

London, United Kingdom, 11 May 2005 - OutlookSoft Corporation, a leading provider of Microsoft-based business performance management (BPM) software, has appointed Prompt Communications as its UK-based public relations consultancy.

OutlookSoft's business performance management solutions help finance and operating directors to make strategic decisions based on consistent, accurate data. OutlookSoft sells to global businesses, enabling managers to access relevant and accurate data so they can plan, budget, forecast, report, analyse and predict.

Prompt had a 'ready-made' team in place, having worked for OutlookSoft competitor Frango until Frango was bought by Cognos in December 2004. Prompt will be working with OutlookSoft UK & Ireland to raise the company's profile with finance, accounting and business press and industry analysts, in order to increase sales and boost awareness of the company in its target markets.

Prompt will also help to increase customer referenceability as OutlookSoft continues to win deals with blue-chip clients such as GUS plc.

After researching a number of UK IT public relations companies, Richard Hawksworth, managing director for OutlookSoft UK and Ireland, said, "Prompt offered a ready-made PR team with extensive experience in our field, combined with good value for money. I have every confidence that Prompt will raise awareness of OutlookSoft with finance professionals across the UK and Ireland, which will be a key component of our integrated approach to the market."

Hazel Butters, director for Prompt Communications, said, "OutlookSoft is in an exciting place: it's a technology company with a real solution to a real business problem, on a steep growth curve and with a solid vision in place. The company's philosophy is very customer-focused and we are going to have some great opportunities to develop a solid customer-driven news pipeline and to articulate OutlookSoft's commentary on its marketplace."

Prompt Communications represents a number of other technology companies in the UK including storage technology vendor ADIC; Tatar Systems, a provider of infrastructure to deliver mobile data; online data capture specialist Clickstream and network technology company, NetEvidence. The company also undertakes copywriting work for BMC Software, The Usability Company and Oracle Corporation.

About Prompt Communications

Founded in January 2002, Prompt Communications offers expertise across all marketing disciplines, teaming its consultants' extensive knowledge of the technology market with experience of pan-European media, analyst and marketing campaigns. Using highly targeted marketing, PR and corporate copywriting

initiatives, Prompt Communications helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders.