

# RABOBANK TURNS TO SMARTFOCUS

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NEW YORK - DM Days, Booth 509 , June 10, 2008 - smartFOCUS, the international multi-channel marketing software company, today announced that Rabobank, a large Netherlands-headquartered financial institution, has selected smartFOCUS to incorporate its full range of marketing capabilities into Rabobank's global marketing system, creating a fully integrated marketing solution throughout its extensive network of local banks and offices.

Having already established a successful relationship with smartFOCUS to centrally manage marketing campaigns, Rabobank wanted to extend these capabilities on to its 170 branches and offices, to serve more than 1000 corporate and local users. After a review of solution providers, the smartFOCUS was chosen for its advanced functionality, scalability and ease-of-use. Its Intelligent Marketing suite offered a comprehensive solution and cost of ownership that will enable users enterprise-wide to take advantage of new integrated capabilities, including analysis, campaign management and reporting.

By putting smartFOCUS into the hands of its branch marketing staff, Rabobank can better target its marketing to customers and prospects to improve campaign results and marketing performance, while better synchronizing marketing processes and data with central marketing operations and its Siebel CRM system.

"smartFOCUS emerged as the clear choice to bring these powerful marketing capabilities to all of Rabobank," said Bert van Vugt, Information Manager of Rabobank. "After proving itself at our central marketing offices, smartFOCUS has shown that its marketing solutions have the scalability, user-friendliness and robustness to quickly roll out to our entire network of branches and offices, while ensuring their widespread use."

Using the smartFOCUS flagship smartANALYZER products, Rabobank marketers will retrieve customer data and examine individual elements, easily profile individual members, and create powerful customer insight to more clearly understand members' reaction to previous marketing efforts. With smartCAMPAIGNER, the company can effectively manage and automate multi-channel campaigns coordinated centrally and locally. By using smartREPORTER, an add-in module for Microsoft Excel, Rabobank marketers will be able to generate revealing data summaries and list reports, sharing this information with relevant decision-makers throughout the bank.

"Rabobank's network of marketing users will now have the necessary tools to not only plan, manage and execute campaigns, but also be able to better target and track their marketing efforts to improve results," said Curt Bloom, director of international operations at smartFOCUS. "Empowering its branch network with this capability, Rabobank can enrich its customer relationships by acting on invaluable information gained at the local level. We are honoured to be part of this endeavour."

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About smartFOCUS Group plc

smartFOCUS (LSE:STF) is a leading international marketing software company that empowers marketers with the intelligence to drive high performance multi channel campaigns and more valuable customer relationships. Its Intelligent Marketing solutions integrate off-line and on-line data, analysis, campaign and performance management to deliver better targeted more timely and relevant communications that increase campaign conversion rates and improve customer's insight.

smartFOCUS has over 600 customers and partners worldwide using its Intelligent Marketing suite of software including AAA, Abn Amro, ASOS, Centerparcs, EMI, Fig Leaves, Harrods, Hilton International, NSPCC, Societe Generale and QVC.

smartFOCUS is headquartered in the UK, with operations in the US, continental Europe and Asia Pacific.  
[www.smartfocus.com](http://www.smartfocus.com)

#### About Rabobank

Rabobank Group is a full-range financial services provider founded on cooperative principles. We are a global leader in Food and Agri financing and in sustainability-oriented banking. The Group comprises 174 independent local Dutch Rabobanks, a central organisation (Rabobank Nederland), and a large number of specialised international offices and subsidiaries. The Rabobank Group has the highest credit rating (AAA), awarded by Moody's and Standard & Poor's. In terms of Tier 1 Capital, Rabobank is among the world's fifteen largest financial institutions.

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