

# Norwich and Peterborough Building Society Selects Alterian to Revamp Web Content

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Alterian Content Management provides e-commerce team with more hands on control

Bristol, UK – 30th October 2008 – Alterian (LSE: ALN), a leading international integrated marketing platform provider, today announced that Norwich and Peterborough Building Society (N&P) is to use Alterian Content Management. N&P will use the company's Web Content Management platform to create a more sophisticated and personalised experience for customers online.

N&P's current website is aimed at attracting new customers, but as a static website it isn't as engaging as it could be for existing customers. In addition, any changes to web content have to be made via the IT department, whereas the marketing department wanted a user-friendly solution that gave them direct control over the website content.

"It is vital for our e-commerce team to have direct access to the website and the ability to change content," said Richard Kent, Head of IT Solutions at N&P. "In today's uncertain economic climate the ability to quickly upload content and make changes is vital. With rates fluctuating so much, the website requires regular and frequent updating."

Norwich and Peterborough Building Society has a network of more than 50 branches in East Anglia, Northamptonshire, Lincolnshire, Essex and Bedfordshire, and is the UK's 13th largest mutual building society. Building better relationships with its customers is particularly important for N&P, and the Alterian solution will enable the Society to provide a better customer experience.

Alterian Content Management offers a powerful and flexible web content management solution for large enterprises, helping them build and run sophisticated intranets, extranets, websites and other digital channels. The platform will help N&P marketers build, manage and publish dynamic content directly to [www.npbs.co.uk](http://www.npbs.co.uk), improving the speed, responsiveness, ease-of-use and quality of content.

"In today's climate, it is really encouraging to see that financial services organisations are embracing the opportunities that technology offers to engage with, and provide a better experience for, their customers," said David Eldridge, CEO of Alterian. "Norwich and Peterborough Building Society has recognised this, and we are delighted they have chosen to update and manage web content with Alterian Content Management."

## About Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through Alterian's industry leading

tools, such as the Alterian Messenger email platform, and the award winning Alterian Content Management web solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit [www.alterian.com](http://www.alterian.com).

#### About Norwich and Peterborough Building Society

N&P currently operates through 56 branches spread from Scunthorpe to Chelmsford and west to Bedford, plus a branch in Gibraltar, a contact centre in Peterborough and through a fully transactional website.

N&P offers a wider than usual range of financial services: mortgages, savings, bank accounts, personal loans, credit cards, general insurance broking and independent financial advice. N&P also has a strong commercial lending operation.

N&P employs around 1,000 staff, 470 of whom are based at the Society's principal office in Peterborough. The Society has in excess of 400,000 customers, the majority of whom are members and based within the Society's operating area.

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