

Orbis Enables Marketing Productivity and Speed to Market for Telefónica O2

Submitted by: WiseTiger - DO NOT USE

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LONDON – The UK’s leading provider of mobile phones and broadband, O2, has entered into a contract with marketing software vendor, Orbis (<http://www.orbisglobal.com>), to implement the Orbis Marketing software suite. The solution is designed to improve productivity and performance across O2’s end-to end campaign development process.

O2 selected Orbis for the broad functionality and user-friendliness of its Marketing Resource Management (MRM) software, following a 12-month international vendor evaluation. The system will be used extensively by O2’s marketing personnel as well as agency suppliers and will integrate into O2’s existing campaign management systems.

Andrew Day, Head of CRM for Telefonica O2 UK, said, “O2 produces hundreds of targeted communications every month, and we are always striving to collaborate more effectively across our teams to deliver these more quickly and for maximum results. We chose the Orbis Marketing software suite as part of a major initiative to improve our speed-to-market, maximize our operational efficiency and gain a better return on our marketing investments. The Orbis software will free up time and create space for the teams to focus on driving even better communications campaigns.”

Orbis EMEA Managing Director, Brett Halloran, comments: “One of the reasons Orbis was awarded this contract is our experience with large-scale marketing solutions with multi-nationals in other industries. Bringing best practices from industries outside telecommunications was something O2 found appealing. The telecommunication industry is a growth area for Orbis as we see companies wanting to support their customer interaction technologies with vendors that understand operational marketing processes and can translate those insights into best-of-breed technology.”

Orbis has offices in the UK, Australia, Singapore, and the USA and is recognised by Gartner, a leading IT analyst firm, as a global ‘Visionary’ software vendor in Marketing Resource Management (MRM) field.

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About Orbis

Orbis (www.orbisglobal.com) is a leading global provider of Marketing Management software. The company’s flagship product, Orbis Marketing™ delivers higher levels of efficiency, productivity and control to the marketing departments of mid to large-sized companies, ultimately leading to higher ROI on marketing investments. Orbis Marketing™ empowers Marketing at many of the world’s leading brands in

financial services, pharmaceuticals, consumer goods, telecommunications, retail, oil and gas, manufacturing and utilities.

About O2

O2 is a leading provider of mobile and broadband services to consumers and businesses in the UK. The company is the leader in non-voice services, including text, media messaging, games, music and video, as well as data connections via GPRS, HSDPA, 3G and WLAN.

O2 UK is part of the Telefónica O2 Europe group which comprises integrated fixed/mobile businesses in the UK, Ireland, Germany, the Czech Republic and Slovakia - all of which use 'O2' as their consumer brand. In addition, O2 has established the Tesco Mobile joint venture business in the UK and Ireland, as well as, the Tchibo Mobilfunk joint venture in Germany. O2 is a wholly-owned subsidiary of Telefónica S.A.

As at December 2007, O2 had more than 40 million fixed and mobile customers across Europe and 29,000 employees across the Group. O2 UK has 18.4 million customers. O2 was formed in 2001, following the demerger from British Telecom of its former mobile business, BT Wireless.