

Award winning Vale of Glamorgan Council Website underpinned by Alterian Content Management

Submitted by: Ruder Finn UK

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Council wins prestigious CIPR award for its easy-to-use website based on Alterian technology

BRISTOL, UK – 9 December 2008 – Alterian (LSE: ALN), the leading international integrated marketing platform provider today announced that its Content Management solution has helped the Vale of Glamorgan Council win a gold award at the Welsh CIPR Pride awards. The awards, which recognise excellence in the communications industry, commended the council's website on its easy to use layout and open, welcoming feel.

The site is available in both English and Welsh thanks to the multi-lingual capabilities of the web content management system, and provides a sophisticated and timely online experience for citizens.

Alterian Content Management enables communications professionals, rather than IT, to take responsibility for managing an organisation's web content. This is vital for the Council, who have multiple content owners responsible for different areas of the website and a need to ensure timely, relevant content is available to its citizens.

The Vale of Glamorgan Council's Communications Manager, Alison Cummins said: "We initially selected Alterian Content Management because of its easy to use functionality for non-technical people and the scalability of the product. This has enabled us to deliver a truly compelling and relevant online experience to our citizens via our website, and we were delighted to be recognised for this at the CIPR awards."

The Council also uses Alterian Content Management internally to power the knowledge portal for its call centre: the powerful search functionality is used by call centre staff to source information to deal with incoming queries from local citizens.

The Council's internal intranet is also run on the technology.

David Eldridge, CEO of Alterian, said, "We congratulate the Vale of Glamorgan on its award winning website and the great use they have made of our technology. Organisations in the public sector have as much need for dynamic, updated content as those in the private sector, and this is a fantastic example of what Alterian Content Management can achieve."

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

For more information, contact:

Hannah Smith / Annabel Kerr

Ruder Finn

+44 (0) 207 462 8900

hsmith@ruderfinn.co.uk / akerr@ruderfinn.co.uk