

# New partnership brings Corizon's enterprise mashups

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Logica and Corizon partner to combine industry knowledge and delivery capability with enterprise mashup technology to accelerate integration for customer service

London, UK, 6 January 2009 – Logica, a leading IT and business services company has signed a partnership agreement with Corizon, a developer of enterprise mashup software, to simplify the creation of composite applications that integrate operational applications into CRM solutions. Under the new partnership Logica will offer solutions based on Corizon's innovative enterprise mashup technology, providing its UK customers with simplified agent desktops and expanded self service through Logica's Enhanced Customer Management proposition.

Corizon's solution enables organisations to build composite applications that streamline IT at the point of use through short projects that each deliver rapid payback. It has been proven to improve efficiency to the existing customer service processes and to increase productivity of agents and back office users by 30 percent.

Logica's investments and commitment to innovation have resulted in the development of key propositions to solve complex customer problems. Its Enhanced Customer Management solution improves the customer lifecycle and delivers efficiencies and cost savings in service delivery. Logica will use Corizon to help organisations overcome the challenges of integrating operational applications into the single CRM solutions needed to streamline business tasks. As a result of this partnership, agents will no longer have to switch between applications and can work more efficiently and effectively whilst new and temporary agents are competent in a fraction of the time. At the same time customer service and CRM programmes can be accelerated and self service offerings can be easily expanded.

Corizon's approach is based on user interface (UI) services, reusable visual 'building blocks' that enable a shared language and shared visual interface for technology. It allows business users to work together to design, build and manage single applications that meet the needs of each process and client, whether agents or self service users.

Danny Wootton, director of Innovation and Alliances at Logica in the UK, said: "We work with leading vendors to provide our customers with solutions that are flexible, scalable, easy to use and provide the immediate, tangible return on investment they are looking for in the current market. Having previously delivered successful projects alongside Corizon, we know we will be able to quickly deliver innovative CRM and customer service programmes to our customers to increase the efficiency and usability of key work processes."

Eric Guilloteau, CEO of Corizon, said: "Logica has a combination of in-depth industry knowledge, outstanding technical expertise and leading delivery capability that we look for in our innovative strategic partners. I know this partnership will demonstrate the benefit of a user-centric, top down, approach to application integration to fixing application "hot spots" in key vertical markets."

About Corizon

Corizon enterprise mashups transform the way enterprises create composite applications and deploy major CRM and customer service programmes.

Enterprises struggling to integrate all of their operational applications into a single CRM system can use the Corizon Platform to fully support business tasks and guide users through best practice business flows with a single interface. Enterprises increase productivity up to one third by streamlining agent and back office processes at the point of use, while reducing costs and increasing the speed of CRM programme deployments. Once the Corizon Platform is deployed, enterprises can expand the scope of web self-service simply and effectively.

Corizon's approach is based on UI Services, reusable visual 'building blocks' that enable a shared language and shared visual interface for analysts and business users to achieve the necessary single application that enterprises have been crying out for. Unlike portlets and gadgets, UI services can be fully configured to the business and user requirements. Corizon provides the security, governance and management frameworks required for enterprise scale applications.

Corizon is headquartered in London, UK, and works with systems integrators and partners across Europe including Oracle, Accenture and Logica. Corizon's customers include BT, KPN, Student Loans Company and Homeserve.

[www.corizon.com](http://www.corizon.com)  
<http://www.logica.com/innovation+homepage/400013072>

#### About Logica

Logica is a leading IT and business services company, employing 39,000 people across 36 countries. It provides business consulting, systems integration, and IT and business process outsourcing services. Logica works closely with its customers to release their potential - enabling change that increases their efficiency, accelerates growth and manages risk. It applies its deep industry knowledge, technical excellence and global delivery expertise to help its customers build leadership positions in their markets. Logica is listed on both the London Stock Exchange and Euronext (Amsterdam) (LSE: LOG; Euronext: LOG).

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