

# Alterian brings award-winning technology to India

Submitted by: Ruder Finn UK

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Integrated marketing now available to Indian organisations to increase sophistication of campaigns

LONDON – 10 March, 2009 – Alterian (LSE:ALN), the leading international integrated marketing platform provider, today announced that Indian marketers will have access to its technology through the formation of a new company Alterian India, in which Alterian plc has a significant investment. Alterian India will act as the Company's master distributor across India, with exclusive rights to sell Alterian's award-winning products to Indian organisations.

Alterian India will recruit an entire new team of expert local personnel to staff its operation. The Alterian India team will offer customer organisations support, training and consultancy from a local level, as opposed to from the UK. This local support network will add real value to end-users, as any issues and queries will be dealt with in real time by consultants that truly understand the market they are operating in.

Alterian's Indian customer base has grown substantially over the past few years through local partners, and includes companies such as Vodafone, HDFC Standard Life Insurance and the National Stock Exchange. This demonstrates the strength of the Indian market and the growth in demand for data led businesses and loyalty programmes. Alterian India will support the success of these customers and partners and accelerate new business wins. Alterian's investment in the region builds on its current investment in a software development operation it has had in Bangalore for some time.

"Indian organisations are creating huge volumes of data every single day and Alterian will now be able to offer Indian marketers the opportunity to unlock the marketing potential of all of this data. Across the globe, the role of marketing is changing and the demand for marketing analytics in India is growing rapidly. Marketers are increasingly running multichannel marketing campaigns, and need to get smarter about measuring the campaigns that they run." said David Eldridge, Chief Executive Officer of Alterian.

"Now is the perfect time for us to be cementing our offering for the Indian market," added Ben Jackson, Sales Director for Marketing Services Providers UK & Emerging Markets. "India has enjoyed several years of rapid growth and it is really exciting for Alterian to be focusing on this dynamic region. We see a real potential for Alterian Content Management in India, as well as other leading elements of the platform"

## 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 our industry leading tools, such

as the Alterian Messenger email platform, and the award winning Content Management 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).

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