

Prompt secures Sogeti UK PR account

Submitted by: Prompt Communications Ltd

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Division of Capgemini appoints London office of Prompt Communications to design and execute media campaigns to complement aggressive sales goals and drive growth

London, UK – 28 April 2009 – Prompt Communications, a specialist in PR, copywriting and marketing, has secured the UK PR contract for Sogeti, a division of the Capgemini Group.

Sogeti is the UK leader in providing software testing and infrastructure services for corporate and public sector clients. The company has ambitious growth plans for 2009 that will ensure its continued dominance of the UK testing services market following the acquisition of Insight Test Services in April 2008 and Vizuri in October 2008.

The Prompt team will represent Sogeti to the UK business, technical and trade press, as well as influential online media services and key vertical journalists covering markets including finance, telecommunications and utilities. The team will create and execute a series of campaign-based PR strategies developed to complement the vendor's marketing and sales plans for the UK.

Richard Terry, deputy ceo for Sogeti UK said: "Our aggressive growth plans demand sales and marketing strategies capable of driving and fulfilling our ambitions. We will be working closely with Prompt to roll out campaigns that will clearly demonstrate Sogeti's expertise and leadership in software testing. Together we will explain the underlying business need for testing, while highlighting the benefits of our range of services, including the launch of innovative products such as Software Testing as a Service (STaaS)."

He added: "We selected Prompt to represent us because we believe that its team of consultants genuinely understands our markets and what we do. During our initial experiences working with the team, Prompt has demonstrated a high level of engagement and enthusiasm that will ensure a good client-consultancy relationship."

Hazel Butters, managing director of Prompt Communications said: "Sogeti has built an enviable position of growth in the current economic climate. Not only does the company enjoy a solid sales pipeline and strong and continued demand for its services, it is also working to increase revenues, customers, partners and employees throughout 2009. The Prompt team is enthusiastic about playing our part in driving Sogeti's future growth and continued success."

About Sogeti UK

Sogeti UK is a premier provider of software testing and infrastructure services to corporate and public-sector clients. Our collaborative approach is grounded in proprietary and innovative methodologies that manage risk and produce identifiable results. Sogeti's team of experienced IT professionals works closely with clients to design, develop and deploy adaptable solutions that address the unique needs of their business and industry. For more information, please visit www.uk.sogeti.com

About Prompt Communications

Founded in January 2002, Prompt Communications is a communications agency with European offices in Chiswick, London and US offices in Cambridge, Massachusetts and San Francisco, California.

Prompt Communications offers expertise across all marketing disciplines, teaming its consultants' extensive knowledge of start-ups, technology market with experience of pan-European and American media, analyst and marketing campaigns. Using highly targeted marketing, PR, analyst relations, social media and corporate copywriting initiatives, Prompt helps its clients gain the visibility they need to achieve their business objectives, from increasing sales to enhancing reputation with stakeholders. The company has five business divisions: PR, Analyst Relations, Copywriting & Creative; Marketing Services and Social Media.

Prompt's technology clients include ApacheCon, Barros Technologies, Colosa, Concurtive, Corizon, GenSight Group, Hippo, Openbravo, Oracle Corporation, Foviance, and Webtide.

For more information, visit www.prompt-communications.com

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