

Press Release

LVSC Selects Centrepoint's eTarget[®] CRM/MRM System for the London Database Project

The London Voluntary Services Council (LVSC) has selected the eTarget[®] hosted CRM/MRM system from Centrepoint Computer Services Ltd. as the vehicle to deliver the London Database Project to 30 second tier voluntary organisations in London.

The London Database Project, funded by the Government Office for London (GLO), sets out to provide an easily accessible contact and events management solution for second tier voluntary organisations within Greater London, which would otherwise not have access to the benefits that a sophisticated database system can provide. The first 6 organisations will go live with the system by the end of March 2006, followed by another 24 organisations within 12 months. The scheme will be opened to other London based voluntary organisations and perhaps later to similar organisations throughout the UK subject to the availability of funding..

Mark Clarke, deputy CEO for LVSC takes up the story "When we received funding from the GLO for this exiting project it was essential that we should choose a database system that was suited to the unique requirements of the

project. Because of the tight timescales for implementation, we needed a system that could fulfil our requirements out of the box with a minimum of customisation. We also needed a system that was designed from day one to be accessed over the internet by a number of separate organisations working from a diverse range of locations. We discounted the web and CITRIX/Terminal Services based alternatives as they were unable to provide the quality of user interface and integration with local hardware and core applications such as Microsoft Office. eTarget[®] uses Microsoft's Smart Client technology to provide the same richness of user interface that users of packages, such as MS Office, are used to whilst performing the heavy database processing functions on a remote shared server. eTarget[®] was the only system that provided these facilities as well as being designed specifically for multi-company use.

We were impressed from the start with Centrepoint's enthusiasm and commitment to the project and to the level of personalised service which they provide.

Our role is to support and assist voluntary sector organisations within Greater London. We believe that the London Database Project initiative will deliver numerous benefits to our client organisations. Grant funded organisations are increasingly being asked to report the outcomes delivered under various funding initiatives to their funders, with particular emphasis on aspects such as equal opportunities. The unlimited attributes that can be applied to both individual

contacts and organisations within eTarget[®] together with the powerful selection and reporting facilities make it easy to produce these reports on demand. The other modules cover membership and events management, allowing organisations to manage training courses and conferences with the same facilities as larger organisations.

The agreement with Centrepoint also gives these organisations access to the NetManager web content management system (CMS) which is part of the eTarget[®] offering. This will enable staff and volunteers with little more than Office skills to maintain their organisation's web site. We hope to introduce facilities for integrating individual web sites with eTarget[®] in the medium term if funding permits.

The service, together with first year support is available to the first 30 organisations under the GLO funding, with a modest support and hosting payment from each organisation in subsequent years. We are currently seeking funding for additional organisations to join the scheme later in 2006".

Paul Burgess, Sales & Marketing Manager for Centrepoint commented "We are very excited to gain this significant contract for eTarget[®]. eTarget[®] was launched in November 2005 and represents a total re-engineering of our established Target[®] system using the latest Microsoft technology. In developing eTarget[®] we

have invested in excess of 20 man years of effort to bring to the market the first Smart Client, .Net based CRM/MRM system for the NFP sector.

The LVSC contract is a validation of our view that the other CRM/MRM systems currently available do not have the correct architecture to provide the facilities required for remote working or for running as a hosted service. Microsoft's recent announcements regarding Office on Demand confirm our view that the trend is towards applications delivered on an ASP hosted basis. The hosted approach enables organisations, that have until now been prevented from using sophisticated CRM/MRM systems because of the high cost of entry, to have access to the same systems that the largest organisations use, but at a price that reflects their size and budgets. (eTarget[®] can be scaled to accommodate from 100 to 10,000,000 contacts). We believe that eTarget[®] puts us in pole position compared to our competitors as far as the NFP market for CRM/MRM in house and hosted solutions is concerned. We will be announcing more eTarget contract wins in the near future."

Centrepoint Computer Services Ltd is a Microsoft Certified Partner and has been an established supplier of MRM/CRM systems to the NFP Sector since 1991. Centrepoint's systems are used by many of the UK's major membership organisations and charities.

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LVSC's represents, champions and enhances
London's diverse voluntary and community sector through:

- Developing and promoting voluntary sector led solutions to meet the diverse needs and aspirations on Londoners
- Providing strategic direction for the sector by developing policy and influencing decisions
- Providing a range of accessible, high-quality services around information, support, learning and advice
- Bringing second-tier organisations together to share knowledge, promote best practice and coordinate activity and opinion

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The Government Office for London delivers policies and programmes in the London region on behalf of nine central Government Departments. GOL manages over 40 programmes for Whitehall Departments. It has a programme budget of £3 billion for 2004/05, of which the majority, over £2.5 billion, is grant given to the Greater London Authority and its functional bodies, Transport for London and the London Development Agency.