

COMARCH

Global software group strengthens presence in UK



Comarch, provider of IT solutions, including flagship customer loyalty systems, has launched a UK subsidiary as part of the software group's global expansion programme.

With offices in Paddington, central London, Comarch offers a wide range of information technology software products backed by expert technical support.

Main areas of UK interest are loyalty and customer relationship management (CRM) platforms, billing and operational support systems (OSS) in telecommunications, and asset management and insurance service systems in the finance and insurance industries.

Comarch has a successful record of delivering systems supporting loyalty programmes for retailers, banks, airlines, car rentals and telecommunications companies.

Every day Comarch data centres process more than 1.8 million loyalty transactions for over 75 million members, issuing and processing more than 80 million coupons a year.

Major international clients include BP, Statoil, Tesco, Procter & Gamble, Unilever, Bacardi Martini, Vodafone, T-Mobile, O2, Skagen Funds, Citigroup, Allianz, Deutsche Bank,

Tchibo, Carlsberg and Metro Group. "Customers from this region are known for being extremely demanding, expecting world-class skills and expertise that Comarch provides," says Marek Wojciechowski, chief executive of Comarch UK Ltd. "We are confident because we are receiving very positive feedback from the market about our solutions."

"Investment in the UK is a direct result of realising the long-term strategy of acquiring new customers in English-speaking countries, and expanding a global network of Comarch offices," he says.

Comarch specialises in forging client relationships to maximise customer profitability, and optimise operational and business processes. In support of its UK operation, the company is establishing a local technical support centre of excellence.

"The role of the UK subsidiary is to develop new business and support existing clients," says Mr Wojciechowski. "Our primary advantage lies in the extensive domain knowledge accumulated in our software products which we use to deliver and integrate sophisticated business IT solutions."

Founded in 1993 in Poland,

Comarch has grown to become an international integrator and manufacturer of innovative systems, with a network of subsidiaries in 18 countries across Europe, the Americas, the Middle East and Asia.

The company has completed more than 3,000 projects, including 40 worldwide loyalty and marketing programmes, and last year realised 47 per cent of sales from abroad. In 2011, research and development expenditure reached more than £21.7 million and exceeded 12 per cent of Comarch Group revenues.

"We are confident that with Comarch's technology proven in Europe, the US and Brazil, we can support even the most sophisticated marketing programmes," says Andrzej Przewiezlikowski, Comarch CRM and marketing business unit director.

The company employs nearly 3,500 highly skilled professionals – programmers, computer scientists and economists – who are graduates of the best universities around the world.

Comarch is listed on the Warsaw Stock Exchange and Frankfurt Stock Exchange, and strengthened its position in the German, Austrian and Swiss markets, taking over German group SoftM in

2008 and the Swiss A-MEA Informatik AG earlier this year.

Additional products and solutions cover network management, enterprise resource planning (ERP) systems, IT security, electronic data interchange (EDI), sales support, electronic communication and business intelligence.

For more information please visit www.comarch.com



Every day Comarch data centres process more than 1.8 million loyalty transactions for over 75 million members

CASE STUDY

Comarch fuels BP loyalty programme

In 2005, after a 12-month tendering process, Comarch was chosen from 20 competing suppliers as BP Global's loyalty system provider.

The Comarch Loyalty Management System is an advanced combination of business applications, allowing BP to construct a wide range of comprehensive loyalty programmes.

The system was implemented in the UK, France, Germany, Austria, Spain, Portugal and Poland.

Effective customer database management, short implementation time and service simplicity all give the Comarch system a winning edge over rivals.

Also, applying an outsourcing model allows for savings in operational costs and has a major impact on return on investment.

In the UK, the Comarch system operates as a sub-system of Nectar at some 1,160 locations with more than six million transactions monthly and over three million coupons created in the database.

The international project involves delivery of consulting services and system licenses, as well as customisation of the application in line with BP's divisional requirements, while providing continuous maintenance and hosting services.

Implementation is distinctive as it is based entirely on one IT platform, hosted in Poland on servers in the Comarch Data Centre at Krakow. However, the system functions in response to localised demands based on the business and system functionality analyses of individual countries.

The fast way into customer loyalty systems is with Comarch



In the UK, the Comarch system operates as a sub-system of Nectar at some 1,160 BP locations with more than six million transactions monthly

The system is multinational, multilingual and multicurrency, with more than 4,000 international BP sites connected online, generating over 40 million transactions a month.

As well as multipartner loyalty programmes and direct marketing, Comarch provides stand-alone systems. In France, for example, a stand-alone model is managed by BP, based on a business administration module, a business-to-consumer (B2C) web portal and a call centre.