

## **Toovio and Quest IT Announce a Partnership to deliver Real-Time Marketing Offer Orchestration to the UK**

*At last a real time marketing solution that doesn't cost millions or take years to deliver results, Toovio and Quest IT have joined forces to deliver a unique cloud based solution to multi-channel offer orchestration.*

**Tampa Fl, USA & London, UK, 28th June 2011** – Toovio Software Inc announces today an exclusive partnership with Quest IT to sell, implement and support their real-time marketing service in the UK. Quest IT are the leading niche independent technology consultancy with a reputation for helping a wide range of clients achieve effective ROI from multi-channel marketing automation technologies.

This partnership brings the Toovio Interaction Manager solution to the UK with the support of a skilled team of consultants and implementation experts. Quest IT have the knowledge, experience and breadth of skills to work with clients and support Toovio locally ensuring that clear benefits are delivered. With a huge range of clients from multiple sectors and spanning the whole range of marketing technology, there is no more experienced partner in this space in the UK.

As a cloud based solution, the Toovio real-time marketing solution can be piloted within any business delivering multi-channel offers and personalized marketing treatments quickly, and thus delivering value to an organization within weeks. A pilot is encouraged to test marketing strategies and prove achievable ROI based on the results. Once the ROI is proven, Toovio will simply integrate with, or enhance, existing solutions to deliver effective, customer driven, multi-channel marketing campaigns in real-time.

Toovio fills a void in the real-time marketing and customer interaction tools available today, there is nothing that drives customer upsell, cross sell and retention, as well as providing analytics and decisioning. Marketers are empowered with actionable insights based on up to date customer response data, which enables them to easily orchestrate the offers being made to customers on a real-time basis. The use and implementation costs of a Toovio Quest IT solution are a small fraction of those of conventional marketing platforms and implementation takes days and weeks not months and years.

Jesus Sanchez, Co-founder and Chief Strategy Officer, Toovio says “We chose to work with Quest IT as they are the most experienced partner in this space in the UK and we know that with their expertise, our unique solution will make a huge impact. The success of real-time marketing programmes within customer focused businesses increasingly depends upon their ability to orchestrate consistent, relevant, timely and profitable offers at any point of sale.”

As an exclusive Toovio distributor, Quest IT will assist UK based organisations to derive maximum value from their real-time marketing programmes using the most experienced consultants in the sector. Quest IT will support the end to end pilot delivery and ensure that the ROI is proven before helping clients roll Toovio out across the marketing function and

channels. The result will be optimised customer offer orchestration that benefits both customers (through receiving only relevant and timely offers) and the business, by maximising the profit and minimise the costs of delivering real-time offers.

\*\*\*\*\* End \*\*\*\*\*

For further information please contact Emma Chablo, CMO Centre on 07885 599066 or [emma.chablo@cmocentre.com](mailto:emma.chablo@cmocentre.com)

More information about:-

#### **Quest IT – [www.questit.ltd.uk](http://www.questit.ltd.uk)**

Established and incorporated in 2000, Quest IT has evolved as a niche independent technology consultancy with a reputation for helping clients maximise revenues through design and implementation of effective customer facing solutions. Quest IT's success is underpinned by having a consultant team that understands both business and technology backed up with commercial understanding of the markets they work within.

Quest has helped successfully deliver enterprise scale solutions to many UK and European clients in the Finance, Banking, Telecommunications, Digital Media and Broadcasting, Local Government and Insurance sectors.

As an exclusive Toovio distributor, Quest IT will continue to assist organizations in the UK to derive maximum value from their real-time marketing programs using some of the most experienced consultants in the sector.

#### **Toovio Inc – [www.toovio.com](http://www.toovio.com)**

Toovio, a SaaS-based marketing solution provider focused on enabling multi-channel offer orchestration, was founded to fill a void in real-time marketing and customer interaction tools. The Toovio Interaction Manager offers companies a real-time customer marketing service that drives customer upsell, cross sell and retention, as well as providing analytics and decisioning. The costs are a small fraction of those of conventional marketing platform offerings due to the patented rules engine and the solution being cloud based.

Toovio have designed industry specific solutions, initially focused on telecoms and media, banking, insurance and retail, with others to follow shortly. . For more information about real-time customer engagement solutions driven by Toovio's proprietary Interaction Manager, visit [www.toovio.com](http://www.toovio.com).