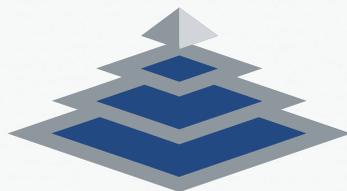




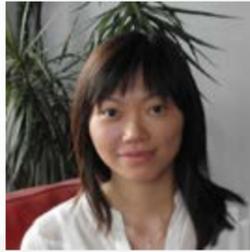
Business Information & Media Services



DORSET SOFTWARE

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Contact Us



Our work has assisted many data services, marketing and media organisations to meet and exceed their goals.

A member of our account management team is waiting to take your call, offering experience-led consultation on how to deliver success for the information services industry.

Phone: **01202 777 707**

Email: **sales@dorsetsoftware.com**

Web: **www.dorsetsoftware.com**

Head Office:

Corbiere House
New Quay Road
Poole
Dorset
BH15 4AF

London Office:

48-54 Charlotte Street
London
W1T 2NS

About Dorset Software



Dorset Software specialises in creating custom IT systems, helping information industry organisations and their clients build awareness, grow subscriber bases and maintain brand equity. Our list of customers includes Reed Business Information, Marketscan and Ipsos MORI.

Besides the development of bespoke systems, Dorset Software has provided software development consultancy to a string of clients including Emap, PR Newswire and the BBC.

It has also delivered round-the-clock infrastructure support for activities ranging from subscription renewal to market research. Support services are administered by knowledgeable, pro-active staff boasting decades of experience in the field.

With a 100% track record of delivering projects on time and to an agreed budget, its solutions always meet – and often exceed – client expectations.

Dorset Software's tried-and-tested development methodology has underpinned 25 years at the heart of the information services industry.

Experts in information dispersal

Dorset Software allows information-sensitive organisations to tightly control the daily agenda.

It has produced content management systems that interface with automated email, to deliver robust embargo management, for media and public relations organisations alike. This work has assisted in the dissemination of privileged data, allowing for effective and intelligent news management.

The knowledge to succeed

Dorset Software has delivered extensive training management and delivery systems to high-profile media organisations, assisting IT support teams to improve levels of internal customer service.

Its solutions help media organisations to standardise levels of staff learning, demonstrating due diligence in respect of legally obliged training and promoting a culture of sustained self-improvement. This work has a proven track record of improving skill levels across national organisations.



"Bespoke software systems allow organisations to connect with a global following."

**Simone,
Project Manager**

Building brand awareness

Dorset Software assists media corporations to engage a worldwide audience. Its solutions form the administrative backbone behind ambitious public relations initiatives.

It has produced competition entry and management systems, delivered via the web for direct public consumption. Key functionality includes the submission, authorisation and assessment of competing consumer goods. Through Dorset Software's work, organisations gain an end-to-end solution, handling the dissemination of all information, the logging of entries and all necessary in-house administration.

Dorset Software has experience in the production of payment systems for global finance organisations. It has employed this knowledge to integrate full funds transfer functionality as part of promotional initiatives.

Its expertise in the deployment and support of warehouse management solutions, in partnership with sector specialist Psion, allows promotional activity to dovetail perfectly with existing stock movement processes. Dorset Software developers are able to provide integration with a range of alternative business systems.

This work has allowed media organisations to attain the largest possible audience reach during promotional campaigns. Dorset Software systems have significantly boosted the organisational efficiency of campaigns, participation rates and the simplicity with which each can be managed.

In meeting audience expectations of extensive web functionality and interactivity, Dorset Software enables media organisations to build and maintain brand equity, boost audience numbers and widen participation in key target demographics.



Powering crucial research

Dorset Software has operated in collaboration with leading market research providers and the Government Office for Science, connecting the legislature with key futures research. This work is set to have an impact on all UK citizens, for decades to come.

Collating reams of academic research on topics as diverse as climate change, crime and nanotechnology, this solution provides all arms of Government with a searchable wealth of knowledge. It is accompanied by the production of a public website, allowing free access to a subset of similar reference material.

Dorset Software has also assisted in a number of market research projects, focusing on the consumption of media by the general public. It has hosted remotely and provided operational support for systems allowing the public to declare media intake.

It has also produced mobile applications for tablet devices comprising additional interface layers for such systems, tailored for restricted space environments. This work has allowed market research organisations to keep pace with public use of technology, broadening accessibility and widening participation.

Through the above systems, Dorset Software enables organisations to improve the quality, volume and accuracy of available data, and so better serve clients ranging from media providers to the British public at large.

Driving e-commerce

Dorset Software has played a key role in innovative advertising techniques employed by some of the world's largest consumer goods retailers.

Operating in partnership with leading laptop and personal computer manufacturers, it has produced a series of promotional installers, allowing marketers to showcase time-sensitive products or offers. Dorset Software also has experience in the production of Android installers that integrate with social networking websites to drive product recommendations. This work has been instrumental in driving online revenue.

Keeping data flowing

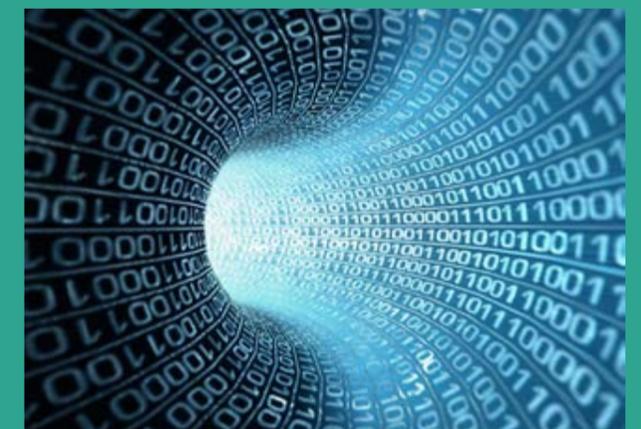
Dorset Software has assisted providers of database marketing contacts with powerful information management tools.

Its developers have worked extensively on the construction, optimisation and restructuring of data repositories. This work has allowed for greater tailoring of lists to individual clients.

In addition, Dorset Software has integrated internal CRM systems with data administration platforms, helping marketing organisations to achieve greater operational efficiency, cut down on data duplication and maintain stronger links with all existing clients.



Dorset Software's work has driven awareness and revenue for leading online brands.



Its systems power effective and highly targeted marketing campaigns.



Business information expertise

Dorset Software has operated in partnership with providers of business information, data and marketing services to industry. Its work is vast, ranging from reporting on fuel commodities and chemicals to the development of public-facing employment websites and other key business-to-business online products.

Developers from Dorset Software have assisted in the production of systems to monitor current trade prices, provide analysis of worldwide trends and help to predict future market movement. They have experience not only in the creation of additional modules from scratch, but also in the reverse engineering of complex monitoring systems and their ongoing operational support.

Dorset Software is well placed to assume a pivotal role in this business model, creating systems to administrate the distribution of electronic content to subscribers, via email and online channels. It also has expertise in handling large volumes of interconnected data and the provision of extensive reporting and analysis features for either external or internal consumption.

This work has enabled providers of business information services to offer a higher quality of information to their clients, and so maintain strong brand identities. It has allowed for delivery of highly personalised subscription services, fostering client loyalty. It also enables business information organisations to deliver market-leading employment services.



Expanding circulation figures

Dorset Software has also assisted providers of business information services with software systems to assist with the maintenance and expansion of an audience. Such systems have helped organisations to boost advertising revenue, build a positive corporate reputation and drive sales.

It has constructed comprehensive subscriptions management and renewal systems for business information providers, serving clients across an array of sectors including law, finance and transport. These allow sales staff to manage the entire subscriptions retail process and take full advantage of additional sales opportunities, where they occur.

This work ensures the widest possible audience is maintained for a suite of business information publications, websites and email newsletter subscriptions. It also allows a closer, more personal relationship with all customers to be maintained, boosting future sales.

Case Study



The challenge

Due to the business-critical nature of its proprietary trading suite software, White Knight Traders recognised a need for its associated infrastructure to benefit from robust maintenance.

Prior to the organisation's search for professional services, these support needs were catered for by a permanent full-time employee.

Founder Bruno Serfaty explains: "There was quite a lot of scope for that person to do other activities, particularly getting involved more heavily in either the code development side of the software or the trading side. It was hard to make that individual evolve, and so it wasn't a full-time job."

"Dorset Software spent a lot of time looking at our requirements, and was flexible enough to see the way we wanted to go."

Bruno Serfaty, Founder, WK Traders Llp.

The benefits

White Knight Traders realised an array of benefits thanks to its partnership with Dorset Software, perhaps most significant among these was the increase in financial efficiency made possible by utilising pooled support expertise. Serfaty highlights this. "Because we're a startup, our needs are not huge - but they are there.

The solution

Dorset Software provided White Knight Traders with first, second and third line IT infrastructure support services, simultaneously formulating an enhanced backup regimen tailored to the organisation's specific data security needs.

An array of pressing issues were addressed as a matter of priority prior to the commencement of White Knight traders' support contract, including IT policy, server data maintenance and mailbox configuration.

Support work focused upon server management, network security and backup scheduling, though was often more varied, encompassing user account administration, database maintenance and licensing compliance consultancy – among many other essential aspects of systems care.

We were trying to find the right balance, putting support in place without having the large cost associated with that support."

System stability and uptime were both heavily boosted, providing peace of mind that business operations could continue, even under the most trying of circumstances.

Some Of Our Clients



"The development process is structured but flexible and I always feel like I know where I am in the schedule and that deadlines will be met."
Andy Haylett, Director, Ipsos MediaCT



"Dorset Software systems help us to deliver a more efficient, personalised service; increasing levels of satisfaction among our clients."
Julie Knight, Managing Director, Marketscan Ltd



"Dorset Software provides excellent infrastructure support to some of our clients across the retail sector. We'd have no hesitation in recommending its services to other business partners."
John McMeeking, UK Managing Director, Psion UK Ltd



"We have a great relationship with Dorset Software. Everyone that we come across is highly competent and professional!"
Andy Gabella, Training Design & Production Manager, Waitrose



"Even after 10 years we have chosen to carry on using Dorset Software as and when we need temporary development resources, and will continue to do so."
Chris Clements, Director, RM Education

Get In Touch

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