



Sword Ciboodle strikes deal with Admiral

Insurance firm cites software's flexibility and agility as key to decision

Glasgow, U.K. - April 16, 2009 - Sword Ciboodle, provider of customer-oriented business software and services, today announced that it has secured a deal with Admiral Group to provide its award-winning CRM platform in support of the motor insurance provider's goals to improve business flexibility and agility.

With a turnover of more than £800 million, Admiral is a motor insurance provider, incorporating a range of additional brands, including Bell, Diamond, and elephant.co.uk.

Admiral is constantly looking at ways to increase efficiencies and enhance its customer offerings and services, and recently embarked on an exercise to achieve improved operational efficiencies while continuing to leverage its existing systems. A key goal of the project is to improve the business's flexibility and agility to ensure it remains quick to market and scalable in order to remain at the forefront of the competitive insurance market.

Sword Ciboodle has been selected to enhance the company's existing customer service agent systems, with a key goal being to reduce the number of screens and steps needed to fulfil customer requests, and to ensure agents have the right information for customers at the right time.

"We need to ensure our business systems are optimised for changes," said Steve Webster, IT Director, Admiral Group. "After going through a stringent evaluation process, including a successful proof of concept exercise, Sword Ciboodle has proven itself to be the best fit for what we are looking for, with the right mix of powerful platform capabilities and strong integration expertise."

The Sword Ciboodle solution will be rolled out across company's contact centres in Swansea and Cardiff, encompassing approximately 2,500 agents. The first phase of the deployment will see the software be used to address Admiral's payment updates and will see changes to credit card and banking details being handled with even greater efficiency by customer services advisors.

"Another key reason we selected Sword Ciboodle was that it gives us the flexibility we are looking for in being able to incrementally apply it across the business, without being forced into an all or nothing approach as we would be with a traditional CRM package," added Webster. "It is an attractive proposition for us to be able to roll the software out in key areas to prove its value before applying it to new challenges."

Sword Ciboodle continues to strengthen the relationship Admiral enjoys with the Sword Group, where a number of key IT projects have been outsourced to the group's professional services division. The success of these previous engagements was also noted as a factor in the Sword Ciboodle win.

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“We are delighted to have secured Admiral, another major insurance firm, which boosts our growing presence in the insurance sector,” said Kenny Bain, CEO, Sword Ciboodle UK. “It is very encouraging to see that this success is linked in part to the prior success of another Sword Group product, which is a strong indicator of the business value that the group can bring to Sword Ciboodle.”

About Sword Ciboodle

Sword Ciboodle helps improve the way large organisations interact with their customers. The combination of award-winning, process-managed CRM software and specialist consulting and delivery services help Sword Ciboodle’s clients achieve higher revenues from their customers and reduce operational costs. Sword Ciboodle is consistently recognised by industry analysts as one of the world’s leading customer-centric technology providers. For more information, please visit www.sword-ciboodle.com.

About Sword Group

Sword Group delivers high value business applications to the world’s largest companies globally. With operations in 37 countries, Sword today employs over 2000 people and in fiscal year ending December 2007 generated \$263m in consolidated revenue. An international leader in the delivery of Business Process Improvement solutions, Sword’s skills, infrastructure and experience help our customers across regulated industries optimise performance, increase efficiencies and maximise return on investment. With flexible delivery options, including On Demand and On Premises, combined with our extensive industry expertise, Sword provides comprehensive support to customers across insurance & healthcare, energy, banking & finance, telecoms, utilities, engineering & construction and government. For more information, please visit www.sword-group.com.

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