

Portrait and Orbis Global Partner to Deliver End-to-End Marketing

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Boston, MA, 16 March 2010, Portrait Software, a leading provider of customer interaction software, today announces its global partnership with Orbis Global, a leader in Marketing Resource Management (MRM) software, to deliver combined, streamlined marketing process management with analytically driven customer interaction capability.

The Portrait customer interaction suite, which embeds customer insight into multi-channel customer interaction to deliver higher customer response rates, integrates with Orbis Global's marketing suite, which improves marketing process and financial management to drive better insight, staff productivity and time to market gains, all at a lower cost.

"Both our companies share a fundamental belief that marketing systems should be easy to implement, manage and use. With Orbis Global, Portrait can provide another innovative solution to its customers which will deliver fast, incremental returns," commented Luke McKeever, CEO, Portrait Software.

"With marketing departments striving to be more effective in retaining and attracting customers through multi-channel interactions, the need to have an efficient operation is paramount. By embedding processes across all operational and execution functions, the visibility and decision-making capabilities of our combined solution will ensure clients achieve higher returns on marketing spend. This partnership enables both companies to enhance their client offerings on a worldwide basis and provides Orbis Global with a stronger representation in North America," said Grant Halloran, CEO of Orbis Global.

Highlights of the combined offering include:

- Data-driven marketing activities and customer interactions are unified in an "all-of-marketing" solution encompassing planning, budgeting, financial management, creative production development, insight and execution
- Customer intelligence and insight is embedded into the campaign development and execution process to deliver optimal customer response whilst also streamlining the management process
- The integrated solution eliminates the manual handling of all data, briefs, tasks, collateral, finished files, solution objects and the like between the management system and the campaign management tool
- Data integrity is enhanced due to improved collaboration and approvals management, eliminating re-work costs, re-call costs and campaign 'pulls' to rectify messaging errors
- Strong collaborative team working is achieved between brand/product owners, data analysts, campaign managers and CRM managers, reducing go-to-market times
- Customer response measurements are added directly to allocation and management of marketing resources to provide real-time performance evaluation, enabling instant decision-making to improve performance

About Portrait Software

Portrait Software enables organizations to engage with each of their customers as individuals, resulting in improved customer profitability, increased retention, reduced risk, and outstanding customer experiences. This is achieved through a suite of innovative, insight-driven applications which empower organizations to create enduring one-to-one relationships with their customers. The Portrait suite seamlessly integrates the world's most advanced customer analytics, powerful inbound and outbound campaign management, and best-in-class business process integration to drive real time customer interactions that communicate precisely the right message through the right channel, at the right time.

Our 300 + customers include industry-leading organizations in customer-intensive sectors. They include Merrill Lynch,

Lloyds Banking Group, US Bank, Dell, Nationwide Building Society, T-Mobile, Telenor, Fingerhut, Bank of Ireland, Bank of Tokyo and Fiserv Bank Solutions.

For more information on Portrait Software, please visit: www.portraitsoftware.com

About Orbis Global

Orbis Global is a leading global provider of Marketing Resource Management software. The company's flagship product delivers higher levels of efficiency, productivity and control to the marketing departments of mid to large-sized companies, ultimately leading to higher ROI on marketing investments. Orbis Global empowers marketers at many of the world's leading brands including O2, Telstra, American Express, PayPal, Shell, St George Bank, Insurance Australia Group, Cadbury, Sony, Samsung, GlaxoSmithKline and Sanofi Aventis.

For more information on Orbis Global, please visit: www.orbisglobal.com

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