

Portrait Software Announces Final Results for Year Ended 31 March 2010

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Press release from: [Portrait Software](#)

Boston, MA, 10th June 2010 - Portrait Software, a leading provider of customer interaction optimization software, today announces its final results for the year ended 31st March 2010, which show a substantial increase in sales and profits.

Licence sales were a major contributor to this growth, with the company closing more than twice as many licence deals compared to the previous year, leading to an increase in licence revenue of 87%. Portrait Software achieved growth in both Europe and the Americas and also extended its market reach through specialist partnerships. The company also added two new 'household' names to its customer base in Dell and a major UK supermarket bank, whilst receiving high-profile industry recognition from both Gartner and Forrester Research.

Portrait Software has also made a strong start to the new financial year, including a significant contract win in Australia worth in excess of £3.5 million.

"We are very pleased with the Company's performance this last year during which time we have extended our product offering, improved our sales and marketing, and delivered profitable growth," says Luke McKeever, Chief Executive of Portrait Software. "Furthermore, we have achieved this during a period of market turbulence which bodes well for the future as economic conditions improve in the longer term. Trading in the current year has started well and we look forward to continued progress and a successful outcome for the year."

About Portrait Software

Portrait Software enables organisations 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 that empower organisations 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.

Portrait's 300+ customers include industry-leading organisations in customer-intensive sectors. They include Merrill Lynch, Lloyds Banking Group, US Bank, Dell, Nationwide Building Society, T-Mobile, Telenor, Fingerhut, Bank of Ireland and Fiserv Bank Solutions.

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

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