

## **Press release**

### **Tangent Communications PLC**

#### **Tangent build on line promotional system for National School of Government**

- Tangent won competitive tender to build on line system
- National School of Government to use Tangents proprietary ToolKit system to generate dynamic templates to form complex customised and personalised direct mail pieces

The National School of Government, part of the Cabinet Office, is the centre of excellence for learning and development in the public sector. It designs and delivers bespoke learning and development solutions to meet individual and organisational needs.

Tangent have successfully created an on line solution to match the detailed customer brief and are now supporting the client in rolling out the system to the 200 potential users.

#### **Key features that Tangent have delivered are**

- An authorisation process enabling end users to create customised promotional mail for central marketing to approve
- Central Marketing can research targeted databases and upload to the system to personalise each promotion for maximum effect.
- Preset rules to allow fields to be automatically populated with complex information.
- Signatures, images and logos automatically pulled in from the user database.

Nicholas Green CEO of Tangent said 'This is the first on line win for Tangent in the public sector and represents a new and exciting sales channel with huge opportunity. Since winning the tender we have already been invited by other departments to demonstrate our proprietary technology and are enthused about the potential within the government.

#### **Tangent Communications PLC**

Tangent Communications brings together on line and off line marketing solutions to deliver customised marketing solutions for companies including Greene King and Sainsbury's. The company employs 82 people across two locations, London and Cheltenham and is listed on AIM.

[For more information please contact:](#)

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