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Quadrant invest in .NET solution from 5 fifteen

Publishing solutions provider 5 fifteen Limited and Quadrant announce the development of a web services Customer Service system.

Quadrant handles high volume circulation fulfillment for a number of prestigious UK and overseas publishers, providing a tailored package for each customer. Work is quality controlled and Quadrant set themselves stringent standards for data keying and customer service. Quadrant were looking to enhance their service offering by introducing a workflow hub, capable of orchestrating multiple different workflows in a controlled and automated fashion.

5 fifteen proposed a web services solution comprising their existing AMPS Circulation fulfillment system, Verastream terminal emulation software and Microsoft Biztalk for mapping web services into business functions. The agreement calls for the introduction of a .NET, web services Customer Service function enabling significant improvements in workflow and responsiveness.

'We need to be able to react far more quickly to changing market conditions, government regulations, customer desires, and competitor behaviour,' states John Osborn, Quadrant Technical Director. '5 fifteen's technical direction is a close fit to our own web strategies and we were impressed by their controlled approach to this project.'

The introduction of a .NET platform not only ensures immediate improvements but also provides a solid platform for future expansion into areas such as customer self-service, positioning Quadrant at the leading edge of fulfilment providers. .NET enables 5 fifteen to construct a system entirely built on web services, recognising the need for integration with other systems, trading partners and legacy applications.

Commenting on the announcement, managing director of 5 fifteen, Rod Fenwick, said, 'With a relationship dating back to 1992, we have a unique understanding of the technical and business requirements of Quadrant. I am delighted that they have chosen to extend their commitment to us with this exciting program of developments. We will provide Quadrant with a solution that builds efficiencies, reduces costs and increases sales volume through the use of the Internet.'

The solution will be delivered with Microsoft BizTalk Server, which defines and executes business processes and workflow while helping to integrate systems and trading partners faster than ever before. With an integrated rules engine, flexible business rules can be implemented and enhanced as and when required, providing Quadrant with highly automated business processes with the flexibility to incorporate a human touch at appropriate stages throughout the workflow.

Development of the solution begins immediately with a phased implementation during 2007.

About 5 Fifteen Ltd.

5 fifteen provides consulting services and software products designed for newspaper and magazine publishers' editorial, advertising, circulation and new media applications. Headquartered in Slough, United Kingdom, 5 fifteen works with more than 100 publishing operations worldwide including Reed Business Information , Hachette Filipacchi, Hello Magazine, IPC Media, Elsevier Science and The Chronicle of Higher Education.

This release and other information about 5 Fifteen Ltd may be downloaded from the Bespoke Agency press room: www.bespoke-international.com

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