

28 April 2009

## **DCSF embrace new technology for publication production, management and delivery**

Outsourced fulfilment provider, Prolog, and communications solutions business, Communisis, are to support the Department for Children, Schools and Families in its drive to utilise technology and enhanced channels of communication to deliver key messages to a wide and varied audience.

Over a six-year contract starting in May 2009, Prolog and Communisis will be providing an integrated managed service for all DCSF publication production, management and delivery.

The new contract, which has digital asset management and online print procurement among its many technology-led features, cuts up to 20 per cent a year from DCSF production costs. This is achieved whilst giving the Department and its stakeholders significantly greater visibility and control over their publication production and delivery cycles.

Prolog Managing Director Robert Audley commented: "This significant business gain opens a new chapter in terms of the breadth of service that Prolog can offer.

"Communisis is one of Europe's leading multi-channel communications providers, and our partnership brings together innovation in end-to-end publications production with advanced delivery and supply chain solutions. Together, we will be helping DCSF to provide exemplary customer service and to meet its government sustainability targets."

Communisis Executive Director, Alistair Blaxill, added: "DCSF will stand to benefit hugely from the synergies that Prolog and Communisis can offer as a partnership. We are delighted to provide our business process expertise and production efficiencies to this contract. Our ability to deliver communication solutions beyond print has been recognised as a key differentiator."

Existing print suppliers to DCSF are being encouraged to seek accreditation under the Communisis sourcing model so they might continue to produce some of this work.

The award of a significantly expanded contract opens a new chapter in the 11-year relationship between DCSF and Prolog, which began with the provision of traditional multi-channel contact centre services, fulfilment, mailings and data management.

More recently, Prolog has supported DCSF in the adoption of more complex specialised services, including full real time integration with the DCSF catalogue system, online shops for publications users and e-broadcast services to schools.

Prolog's partnership with Communisis represents the next stage in a process that exemplifies the value of private sector initiative in supporting Beacon status among major government departments, and demonstrates how new ways of sourcing and managing communications can improve customer service, deliver departmental objectives and reduce costs.

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## Notes for editors

**Prolog Marketing** is one of the few UK companies to offer a totally comprehensive range of integrated marketing services. Underpinned by a huge storage and distribution infrastructure and advanced systems technology, Prolog provides everything that commercial and public sector clients need to support marketing and communications campaigns, including POS handling and distribution, bulk literature storage and distribution, mailing services, bulk collation and packing and database management.

Sister division **Prolog Connect** provides inbound/outbound telephone marketing and customer service and **Prolog Logistics** specialises in national and international supply chain solutions.

With more than 25 years' experience in marketing services, Prolog employs over 900 people in East Anglia, the East Midlands, Merseyside and London. Flexibility, scalability and massive capacity characterise the Prolog service, which stands out for its adaptable storage and fulfilment solutions and high quality customer care and customer communications.

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**Communis** is a UK leading communications solutions business, specialising in helping customers make their communications processes more profitable by helping to reduce costs and improve the effectiveness of the whole business process of customer communications.

**Communis is Europe's No.1 in direct mail and transactional document production and one of the UK's leading print managers. It is also Europe's fastest growing digital communications producer.**

Through our proven experience and scale, Communisis helps clients to transform their customer communications processes by enhancing and deploying customer data; providing technology to automate and streamline workflows; and offering world-class production capabilities that can output via print and electronic channels.

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