

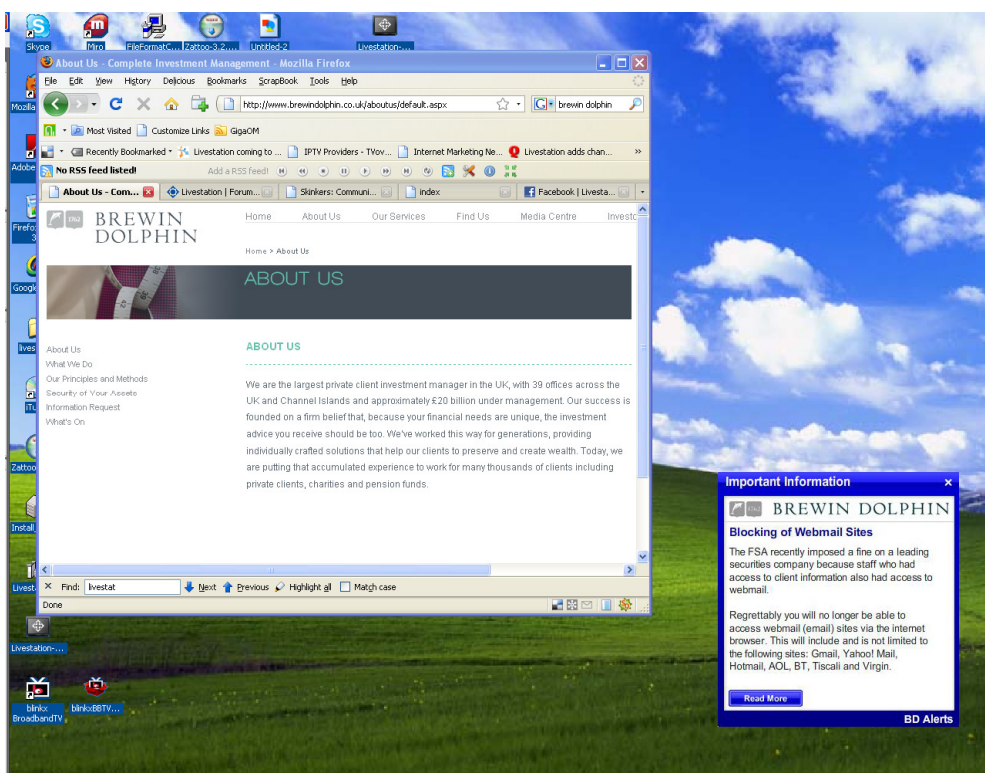


“Skinkers Live Notification Platform has enabled us to deliver business critical information to the people that need to know, in a timely and high impact way.”

Andrew Taylor, Director of Communications, Brewin Dolphin.

Brewin Dolphin is the largest independent private client investment manager in the UK, managing approximately £20bn on behalf of clients from offices throughout the UK and Channel Islands. Brewin Dolphin clients are used to the highest standards from an organisation that they trust.

A business critical notification delivered through Skinkers technology:



The need – dealing with information overload

Andrew Taylor, Director of Communications, identified the potentially serious issue that Brewin Dolphin employees were having with information overload. All of the corporate communications, including important regulatory information, were being sent via email and on numerous occasions to the whole company. The business also wanted to increase the usage and enhance the value of a new intranet site which was recently developed.

In addition, regulatory drivers, such as the Treating Clients Fairly (TCF) FSA initiative meant that the business needed to be able to demonstrate that compliance related information was being delivered, read and understood which was not possible with email.



“The Board are delighted with the system and the benefits it is delivering to the business”

Benefits

- Ability to deliver business critical information to targeted users.
- High impact notifications proven to be significantly more effective than email.
- Demonstrable and audited compliance information trail.
- Replacement of all company wide emails.
- Reduction in email volumes reducing IT support and infrastructure costs.
- Increased usage of the corporate Intranet.



The solution

Brewin Dolphin researched the market for suitable technology, and came across the BBC Desktop News Alerts. They decided that an enterprise version of that technology, with added functionality would be ideal for them. They discovered that Skinkers had built the solution for the BBC.

Brewin Dolphin began working with Skinkers in the spring of 2008, deploying the Live Notification Platform™ throughout the enterprise. The technology provides a new level of employee communication, delivering high impact, business critical notifications directly to the users, bypassing email. Notifications are managed within a comprehensive communication policy, ensuring the judicious use of the powerful technology in the business. A number of standard message templates were designed, ensuring rapid message creation and consistency of communication.

The results

Brewin Dolphin can now ensure that business critical information is reaching the intended audience, and is being read and understood by the recipient. The business can also monitor who has received and read the notifications.

“We have had very positive feedback, people understand that only important business critical information is sent through the alert and therefore they should read and digest the information.” commented Andrew.

Benefits

- Ability to deliver business critical information to targeted users.
- High impact notifications proven to be significantly more effective than email.
- Demonstrable and audited compliance information trail, not possible with email.
- Replacement of all company wide emails.
- Reduction in email volumes reducing IT support and infrastructure costs.
- Increased usage of the corporate Intranet.
- Ability to implement consistent communications policy across the business.

In the future Brewin Dolphin is considering expanding the use of the system to cover automated alerts, generated from their updated intranet. Alert rules will be selected by the end-users which will pro-actively inform them when new information is posted on the intranet in their relevant business areas.

Find out how Skinkers can help your business

For further information about our products and services, visit our website - www.skinkers.com.

“The Skinkers Live Notification Platform enables the business to implement a consistent enterprise wide communication policy.”

“As part of our response to the Treating Clients Fairly TCF FSA initiative we wanted to be able to demonstrate that important compliance related information was being sent through an audited, targeted, high impact communication mechanism, and Skinkers has provided the technology for us to do that.”

SKINKERS®