



Thunderhead Introduces New Enterprise Communication Platform - NOW 5.0

Thunderhead NOW 5.0 extends enterprise vision with new modules to increase personalisation, reduce risk and improve efficiency

Thunderhead, the leading innovator of document automation and multi-channel communications solutions, today announced the release of Thunderhead NOW 5.0, the next version of its award-winning customer communications platform. In 2003, Thunderhead redefined the document generation market with the introduction of its Thunderhead NOW enterprise communications platform. Thunderheads open, standards-based technology puts business users, not IT professionals, in control of creating and maintaining customer communications and anticipated customer demand for electronic channels, including email, SMS and even even industry-standard XML formats such as DTCC Deriv/SERV and ACORD XML. Further, with the introduction of Correspond NOW, Thunderhead again transformed how document generation technologies were used, moving these solutions from niche, back-office implementations to large-scale, enterprise deployments across thousands of front-office desktops at the core of the customer experience. With the release of NOW 5.0, Thunderhead introduces two new modules that further establish Thunderhead NOW as the industrys most advanced, enterprise-capable solution for creating and managing highly personalised customer communications for either batch or real-time delivery via any channel, print or electronic. First, Thunderhead NOW 5.0 empowers business users to contribute content to critical customer communications more easily than ever before. Contribute NOW, a powerful, but easy-to-use Web-based solution, enables non-technical users from across the enterprise to quickly and easily develop new content and business rules for Thunderhead communications. Staff from departments such as marketing, legal and compliance can now effortlessly contribute and update content in any communication without specialist skills or training. Thunderhead has truly established itself as the innovative force in the customer communications market. commented Thunderhead CEO Glen Manchester. Today, with Contribute NOW, we are again changing the face of the industry, distributing the power to create and continually update customer communications throughout the enterprise. By enabling any business user, regardless of their role, to quickly and easily contribute new content, we are giving our clients the power to make each and every customer communication, regardless of the delivery channel, both highly personal and compliant. Recognising the strategic importance of customer communications, Thunderhead has also introduced Analyse NOW, a comprehensive set of analytical tools designed to give management professionals unprecedented insight into their customer communications. Thunderhead NOW is the first customer communications management solution to incorporate in-depth management information functionality. Analyse NOW provides critical information for our clients to maximise the impact of their customer communications as well as continuously improve the business processes that drive them, added Manchester. To fulfil on our vision of Thunderhead NOW as a true enterprise platform, we recognised that providing comprehensive management information functionality was a strategic imperative. With these latest innovations, our clients will be able to achieve even greater levels of efficiency, reduce their operational risk and have the business insight necessary to help them retain more customers, optimise revenue results and improve compliance. About Thunderhead Thunderhead is the leading provider of enterprise solutions for the production of highly personalised, multi-channel communications. Thunderheads innovative platform, Thunderhead NOW, empowers business users to own the end-to-end process of creating and maintaining customer communications through automation and delivers significant efficiencies and cost savings. Thunderhead NOW enhances customer engagement, improving customer satisfaction, loyalty and revenue outcomes. Furthermore, in an ever litigious financial environment, insurers need to be able to produce a strong audit trail to prove compliance. Due to its unique combination of business user control, open standards-based architecture and broad enterprise capabilities, Thunderhead has quickly established itself as a clear market leader and is one of the fastest-growing software companies in the world. The company counts many of the worlds leading private and public sector organisations as customers, including Morgan Stanley, HBOS, UBS, Prudential, and the Australian Department of Immigration and Citizenship. Thunderhead services its global customer base from offices located in North America, Europe and Asia Pacific. Thunderhead was the winner of the Deloitte Technology Fast 50 - Fastest Growing Technology Company award in 2008. The company also achieved first place in the Deloitte Technology Fast 500 EMEA 2008 Awards. CEO Glen Manchester was also awarded CBI Entrepreneur of the Year in 2008. For further information please visit <http://www.thunderhead.com>.