

# icon



## Press Information

**icon Systemhaus GmbH and Icon UK Ltd  
launch Customer Communications  
Management Solution for UK Enterprises**



**[London/Stuttgart, 11<sup>th</sup> April 2012] – London based company, Icon UK, and Stuttgart based icon Systemhaus GmbH, the major provider of Customer Communications Management (“CCM”) solutions in the German market, today announced the availability and support of their icon Suite based solutions to the UK market. The solutions will enable users to more efficiently manage their customer communications, ensuring accuracy and audit accountability, whilst delivering to an increasing number of smart platforms, as well as saving on traditional large volume batch printing. Online and on paper, icon’s efficient solutions deliver significant returns on investment.**

icon’s genesis can be found in the German market a decade ago, from which point it has grown steadily and consistently to become the dominant provider of CCM solutions with a client base market share that includes some 70% of the largest German insurers and 30% of the top banks (including one of the world’s largest).

icon can also demonstrate client highlights where:

- return on investment has taken less than a year to realise
- savings of multiple tens of millions per year have been accomplished
- significant market innovations and competitive advantage have been achieved
- punitive industry legislation deadlines have been met.

“We have proved from our experiences in Germany that there are significant advantages for our clients in implementing full icon Suite – efficiency, effectiveness and, vitally, the enhancement of customer satisfaction,” explains Uwe Seltmann,



founder and CEO of icon Systemhaus GmbH. He adds that, "A significant part of our success lies in the adaptability of our solutions, with modules to support most types of delivery channel – from batch printing, emails, PDF/A for archiving to Web portals – and in the robustness of our software. We are also proud to be able to say that we have retained our entire client base since starting."

"The availability of the icon Suite in the UK will provide significant flexibility for clients communicating with large customer bases. Servicing multiple channels and tasks with the same degree of accuracy and brand consistency is something that many large enterprises struggle with, whether in confirming policy details submitted across the web, or customer smartphone-based queries or contact centre generation of printed documents", adds Chris Jones, Icon UK CEO. "But with our solution it is now all possible in a highly cost-effective manner and with the capability of supporting substantial business volumes. This relationship brings a great opportunity to life for leading UK companies."

For more information on icon solutions available in the UK see – [www.icon-uk.net](http://www.icon-uk.net)

## **Further Information**

### **Customer Communications Management ("CCM")**

Customer Communications Management ("CCM") solutions, also termed Document Output for Customer Communications ("DOCCM") by Forrester, is an important emerging market segment for large organisations seeking improvements in their communications efficiency, effectiveness and customer satisfaction. The terms refer to Software used to compose, format, personalize, and distribute content to support physical and electronic customer communications and improve the customer experience. It supports many types of content [including letterhead, invoices, correspondence, marketing materials, policies, statements, welcome kits, etc.] and Enterprises need this across structured batch output, human based Interactive documents and online/On-demand transactions.



### **About Icon UK**

Icon UK Limited is one of the early appointments under the recently created Icon International umbrella organization and represents one of the key pillars of icon's expansion in Europe. Icon UK is based in Hampshire/London and headed by Chris Jones, who has led a number of significant Software Services firms in Europe, including HCL Perot Systems.

Click for the 60 second logo animation at [www.icon-uk.net/animation](http://www.icon-uk.net/animation).

Contact Icon UK at "[info@icon-uk.net](mailto:info@icon-uk.net)", or Chris Jones directly at "ChrisJ@icon-uk.net".

**ICON International Software Distribution and Services AG** represents icon Systemhaus GmbH to all its partners and clients outside Germany, Austria, Switzerland and Luxembourg. The company has been established by Leo Miklas (CEO) and Wolfgang Prassl (COO) in August 2011.

### **Background information icon Systemhaus GmbH**

Since 1995, icon Systemhaus GmbH offers comprehensive correspondence solutions to leading insurance, banking, utilities and industry customers in German-speaking countries. Now internationalized, the icon Suite covers the complete range from high volume, interactive and process oriented functionalities and is used for the most demanding customer communications.

Currently more than 50 customers trust icon as a competent innovation partner and an adviser who supports them with the maximization of their strategically important customer communications potential. The icon community forms a strong network consisting of customers, partners and specialists that mutually contribute to the further development of the icon Suite. Headquartered in Stuttgart, Germany, icon Systemhaus GmbH employs more than 90 highly qualified specialists.

### **Press Contact**

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