



Jaguar Land Rover to Drive Global Websites with Alterian Content Management

Alterian platform provides communications team with world-class editorial control over online presence.

Chicago, IL ([PRWEB](#)) January 12, 2009 - [Alterian](#) (LSE: ALN), a leading international integrated marketing platform provider, today announced that Jaguar Land Rover will use Alterian Content Management to manage its global websites. Jaguar Land Rover will use the platform to support its global markets, giving communication professionals editorial control over local website copy to engage customers and generate increased sales.

Jaguar Land Rover required a single, consolidated platform upon which to power its global websites. It selected Alterian Content Management in December 2008 for its easy to use technology, user friendly interface, multilingual capabilities and flexible working processes. Ultimately, Alterian Content Management will allow Jaguar Land Rover's digital communications channels to be managed by business people, not the IT department.

By consolidating website delivery to a resilient, enterprise class platform, Jaguar Land Rover will increase the efficiency of maintaining multiple disparate solutions. This will also enable close control of global brand assets and campaigns with appropriate local control for regional variations. Tight integration between the Alterian Content Management platform and Jaguar Land Rover's current CRM systems will support a far more personalised online experience for customers.

"In today's economic climate, driving sales and converting prospects into paying customers have become increasingly important. The website is quickly becoming a company's most powerful marketing tool, and so it is vital that the communications team have direct control over the website and the ability to change content as required," said David Eldridge, CEO of Alterian. "To succeed in these uncertain times, companies need to maximise their online presence and ensure that prospective customers receive a personal and relevant experience when they visit a company's website."

Alterian Content Management offers a powerful and flexible web content management solution for large enterprises, helping them build and run sophisticated intranets, extranets, websites and other digital channels. The platform's multilingual capabilities also match perfectly with Jaguar Land Rover's need to simultaneously upload content in many different languages across their network of sites. The platform will help Jaguar Land Rover communications professionals to build, manage and publish dynamic content directly to <http://www.jaguar.com/> and www.landrover.com, improving the speed, responsiveness, ease-of-use and quality of content for customers.

About Alterian:

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through Alterian's industry leading tools, such as



the Alterian Messenger email platform, and the award winning Alterian Content Management web solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com.

About Jaguar Land Rover

For further information on Jaguar Land Rover please visit www.jaguar.com and www.landrover.com.

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