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## **SOUTH AFRICA'S LARGEST BANK – ABSA - DEPLOYS ASSETLINK MARKETING OPERATIONS MANAGEMENT (MOM) SOLUTION**

### **Assetlink to enable Absa streamline their marketing operations**

**Basel, Switzerland**, November 21 2007 – Assetlink Corporation announced that it has deployed its Marketing Operations Management (MOM) solution at Absa, a member of the Barclays Group, to help streamline their marketing operations.

The Absa Group Limited is South Africa's largest financial services organization, serving personal, commercial and corporate customers in South Africa. Absa deployed the Assetlink MOM solution to enhance their ability to orchestrate and optimize internal and external marketing resources, fulfill and distribute marketing content, collect and store both content and knowledge, and measure and optimize marketing performance.

"Absa was looking for an enterprise marketing solution that would meet the specific needs our business. We were impressed by the experience that Assetlink has had working with large financial services organizations globally," said Happy Ntshingila, Group Executive, Group Marketing. "We are using Assetlink's Marketing Operations Management system to enable our marketing initiatives to be more effective and efficient."

"We are extremely pleased that Absa selected and deployed the Assetlink MOM solution to streamline their marketing operations and we look forward to working closely with them to make their deployment a success", said Chetan Saiya, President and CEO of Assetlink. "Absa's deployment is a further proofpoint that leading brands around the world are choosing Assetlink to provide complete visibility to their marketing activities and streamline marketing processes, to ensure a higher level of marketing efficiency, and effectiveness"

## **About Absa**

The Absa Group Limited (Absa), listed on the Johannesburg Stock Exchange, is one of South Africa's largest financial services groups offering a complete range of banking, bancassurance and wealth management products and services. Absa's business is conducted primarily in South Africa and on the African continent, where it has controlling shareholdings in banks in Mozambique, Angola and Tanzania. On 30 June, 2007, the Group had 675,0 million shares in issue and a market capitalisation of R88, 8 billion. On 30 June 2007, Absa had assets of R554 billion, 771 physical outlets (including loan centres), 8,8 million customers, 7 455 automated teller machines and 35 986 permanent employees. Absa is a subsidiary of Barclays Bank PLC, which holds a stake of 57,6% in the Group. Barclays is an international financial services group engaged in retail and commercial banking, credit card issuing, investment banking, wealth management and investment management services. For more information, please visit the Absa website: [www.absa.co.za](http://www.absa.co.za).

## **About Assetlink**

Assetlink Corporation offers a powerful marketing operations management (MOM) solution that serves Global 2000 companies worldwide. Its comprehensive software offering, Assetlink MOM, enables companies to improve their marketing efficiencies with process automation, achieve marketing effectiveness via rigorous marketing planning tools, measure and improve ROI through integrated marketing budget and procurement management, and communicate business impact of marketing by tightly integrating with ERP and CRM systems. For further information, visit [www.assetlink.com](http://www.assetlink.com) or email [info@assetlink.com](mailto:info@assetlink.com).

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