

*Whistlebrook*  
INSIGHT THROUGH INTELLIGENT SOLUTIONS

# Newsletter

## Headlines from the Helm

Whistlebrook is a Microsoft Gold Partner for Business Intelligence, with a solid reputation for Fairness, Affordability and Always Delivering.

01480 309550



### Season's Greetings

I am delighted to say that 2011 has seen the launch of two brand new products from Whistlebrook.

SAMI is a Business Intelligence application aimed at the Staffing Services market whilst CPM is an activity based costing application complete with OLAP query facilities. As you might expect from a Microsoft Gold Partner, both products are based entirely on Microsoft technology using Silverlight, SQL Server and Sharepoint.

Two new clients have signed contracts for the supply of SAMI and we are currently trialling CPM with a major UK Building Society.

Our bespoke services division has seen a reduction in business this year as our major clients in this area experience the effects of difficult economic conditions in the UK and Europe. However, Whistlebrook has remained profitable despite the difficult trading environment.

I've no doubt 2012 will be a challenging year. Our sales effort is focused on delivering value for money from our proven product range. CPM in particular is aimed at delivering real measurable cost savings to medium and large organisations.

Finally, our staff. They continue



to produce high quality software and they are all professionals who take genuine pride in their work. They are our greatest asset.

**Steve Viney, Managing Director**

## Business Development News

### Inside this issue:

Headlines	1
Business Development	1
Product Update	2
Service Update	2
Industry insights	2
Customer News	3
Staff News	3
Partner Initiatives	3

Following a recent restructure of the company in response to the changing market, Jef Cawdell and Mark Seymour have joined me in the sales team in the roles of Business Development Managers. This change has significantly increased our sales capacity, which is what was required in the on-going very tough market conditions

Jef and Mark are working well as a team and I am delighted that between them they have already won two new clients:

t-mac Technologies: Development of a high performance web based BI reporting platform

Yorkshire Building Society (YBS): To implement ALFI for margin management and reporting.

Both wins are very satisfying, but for different reasons. t-mac is our first lead which has come from the Microsoft PinPoint system (Microsoft's internet database of partner skills and solutions).

YBS who are the second largest building society in the UK, 'merged with' (i.e. took over) the Norwich and Peterborough (N&P) Building Society. YBS were so impressed with N&P's ALFI system that they have decided to evaluate it for use for themselves. We are so pleased

with this outcome, as normally the larger company just extends the use of their own existing systems.

If you're not sure what ALFI is all about and would like to know more, call Jef on 01480 309550.

**Andy Hudders, Sales & Marketing Director**

## What's new with our Products



*A Business Intelligence Solution for the Staffing Services industry*

*Official Launch 21st March 2012*

We are very excited to announce the future launch of the latest member to our product family, **SAMI (Staffing services Analytics and Management Information)**.

**SAMI** is a comprehensive Business Intelligence package for the Staffing Services industry which has been designed and built in conjunction with two leading Staffing Service charter clients.

Focused primarily on the placement of temporary staff, but also handling permanent placement as well, **SAMI** covers all aspects of the business from consultant performance through to gross profit.

This Business Intelligence Solution is designed around a SQL Server data warehouse that integrates with the Microsoft Office and SharePoint products. The data warehouse is fed from three main sources; the consultant booking system, the timesheet or "paybill" system and the general ledger.

As you would expect from a Whistlebrook and Microsoft Business Intelligence product, **SAMI** contains enriched functionality presented in visually intuitive formats, using standard Microsoft technology such as Excel, Powerpivot and Sharepoint.

**Sami** makes its official debut at a product launch scheduled for the

21<sup>st</sup> March 2012 in London. Call now to book your place, or of course to take a sneak preview, which we would be happy to provide.

**SAMI** joins an esteemed family of products which include members such as ALFI (AnaLytical Financial Information) and the Whistlebrook Financials, a full and flexible accounting system.

**To learn more about Sami or to check out our other products, please visit our website [www.whistlebrook.co.uk](http://www.whistlebrook.co.uk) or call our Sales team for an informal discussion on 01480 309550.**

## An update on Services

We are pleased to announce two new services that we have added to our portfolio.

The first of which is a Cognos to MSBI Transformation Service. Many long standing Cognos users are now finding that the cost of upgrade to Cognos 10 as well as the on-going maintenance costs are hindering cost effective business development.

Recent features and capabilities of Enterprise SQL Server and the MSBI Stack,

together with the significant cost benefits, are forcing organisations to reconsider their Business Intelligence platform. We have been recognised by Microsoft as natural partners to help clients evaluate and successfully make this transformation.

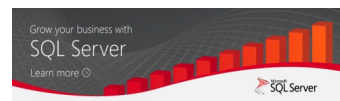
Both ourselves and Microsoft offer incentives in this programme.

We have also been selected by Microsoft to participate in SQL Server Deployment Planning

Services (SSDPS) program.

This essentially allows current Microsoft SQL users with Software Assurance to upgrade to the latest versions of SQL Server with no cost outlay from the customer.

Call Mark Seymour now if this is of interest to you, but be quick! Don't wait until your software assurance vouchers have expired.



*Do you qualify for a funded SQL Server upgrade? Call Mark Seymour now if this is of interest to you, but be quick! Don't wait until your vouchers have expired .*

## Industry Insights - What's going on out there



The new European reporting requirements (that the UK will have to comply with) are referred to as COREP, Common Reporting Framework.

The overseeing authority is the European Banking Authority (EBA) and their aim is to have common reporting throughout the EU. All banks and building societies will be covered under the rules.

The new regime will collect

data from four groups: Group Solvency; Credit, Operational and Market Risk; Capital Adequacy and Large Exposures.

Also in COREP will be data required by the European Systemic Risk Bank (ESRB). This will be very granular data not required under a directive but for financial stability. This introduces an element of the unknown as they can ask for anything that they want.

The content and timing of the returns will be decided by the EBA. However, there is a legal requirement (set in stone) that the deadline for producing the returns is **1 January 2013**.

The introduction of COREP will not mean the end of FSA and BoE reporting. However, duplicate reports may be removed.



## Customer News - Getting to know you

We are very proud to announce that both Market Harborough Building Society and Yorkshire Building Society have received a number of prestigious awards at the Mortgage Finance Gazette Awards 2012

Market Harborough Building Society was awarded with the



Traditional values in a changing world

best local Building Society

Yorkshire Building Society were multiple winners of best online lenders; Best National Building Society and Best Overall Lender.

The Gazette is quoted as saying of the Yorkshire 'Fairness is one of Yorkshire's values and underpins the society's entire approach to business and how it treats customers'.

This quote very much strikes a chord with us here at

Whistlebrook given that fairness is one of the principle company qualities we ourselves continually strive to achieve.

We would like to congratulate both customers for the well deserved recognition of their achievements within the industry.




---

*"Fairness is one of the Yorkshire's values and underpins the society's entire approach to business and how it treats its customers."*

---

## Staff News - Getting to know us!

On the 20<sup>th</sup> October, Whistlebrook held their annual year-end Company Briefing in their St Ives office, and took the opportunity to show their appreciation to those staff that had reached length of service milestones of 5 and 10 years.

This year Jef Cawdell celebrated 10 successful years with Whistlebrook, whilst Steve Byfield, Gary Parker, David Taylor & Chris Wu all reached the 5 year anniversary mark.

Managing Director Steve Viney thanked all for their hard work and loyalty and presented each with a certificate and personal engraved gift.

Jef Cawdell is quoted as saying 'Thank you very much for the terrific pen set you gave me to recognise my service to Whistlebrook. It is good to know that the time I have put into the business is appreciated by the Directors.'

On the 30th July, Whistlebrook entered a team of 4 to participate in a corporate regatta. It was a team building exercise and the main objective was to be able to race in a quad boat within a six week period.

All members had to be new to rowing with no previous experience!

Mike, who has since become a member of the club said 'Very

Intense but fun. A good excuse to enjoy the countryside'.

Well done to Mike Lombardi, Joel Turvey, Tom Menczer and Mariana Lindesay.



## Partner Initiatives

Our partnership with Microsoft goes from strength to strength as we have been invited to take part in a number of their initiatives. You will have seen mention already of the COGNOS to MSBI Transformation campaign and the SSDPS upgrades.

We find Microsoft a refreshing and supportive partner and value

the successful partnership we are building together.



We are pleased to announce that we have signed an agreement with SoftwareONE

who are a very large Microsoft software licence reseller.

The idea is that we promote them for Microsoft licence supply to our customers, and they promote us for BI services and applications to their customers. We look forward to a fruitful and mutually beneficial partnership.




---

*"Our partnership with Microsoft goes from strength to strength as we have been invited to take part in their COGNOS to MSBI Transformation campaign."*

---