

Our commitment to people focused ebusiness solutions and innovation in technology has led to recognition by the following industry bodies:



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FLEXIBLE SOFTWARE SOLUTIONS for social housing and lifelong learning organisations

Reidmark systems place the customer centre stage, empowering organisations to introduce a **customer relationship management culture** and deliver an enhanced service.



The Reidmark learning and work portal has helped **thousands of adults** with basic skills needs access a range of online self help tools, within a supported environment – to help plan for their futures.



Business intelligence tools embedded within Reidmark systems provide an accurate, up to date indication of the **health of an organisation** and the quality of its customer service.



“Our ultimate goal is to offer software that helps an organisation, its customers and communities to learn, share and grow.”

MAKING A REAL DIFFERENCE

At Reidmark we're continually demonstrating our ability to innovate and provide new working environments that make a real difference.

Reidmark's enthusiasm in helping organisations discover better ways of understanding and working with its customers is matched by an ability to meet our partner's needs in a fresh and dynamic way. Over the past 10 years we've been putting our vision and mission into practice through the creation of web-based systems and applications for numerous organisations.

Our relationship with the Learning and Skills Council provides a good case in point. Without doubt our work has helped them build a more in-depth picture of the basic skills needs in England. We've also enabled a variety of agencies to support its customers with a range of accessible and relevant business tools, in welcoming environments.

We have been and still are determined to create meaningful partnerships with our clients through hard work and commitment. The end results show that

all organisations involved can learn from each other while achieving a successful outcome. Our ultimate goal is to make sure that technology is making a difference and not building barriers.

Our vision to bring about a technological change within the social housing sector in particular has been achieved through a partnership with Broadland Housing Association. Without the leadership of their Chief Executive and the commitment of every single member of his team, this innovative project would never have happened. Reidmark's contribution to Broadland's ongoing success is extremely pleasing and something we're all really proud of. Recognition by various prestigious awards programmes endorses that we've got it right and this has spurred us on further to continue to make a difference to the lives we touch, in the specialised markets we work in.

EBUSINESS WITHOUT BOUNDARIES

Reidmark provides flexible, adaptable ebusiness software solutions designed for the social housing and lifelong learning markets.

Through our innovative application of web-based technologies, we create powerful ebusiness environments that enable our clients to join together their critical internal business systems with their customers, employees, suppliers and other stakeholders.

Reidmark applications drive efficiency and decision making by giving people and organisations the platform they need to share information, use it effectively and fuel future growth. Streamlining the flow of data across teams ensures that everyone can access the same business critical information, at the same time. And, because all of our concepts and solutions are web-based, not only is everything bang up to date, but it is continuously accessible from anywhere in the world too.

Reidmark customers have come to expect much more than your average 'off-the-shelf' solution. 10 years of experience in the ebusiness arena combined with an in-depth knowledge of our markets and a partnership approach to working, guarantees effective solutions that meet the specific needs of the organisations we work with.

So whether you require an ebusiness system to run all aspects of your operation, are keen to explore some innovative concepts that can complement what you already have in place, or require a technology solution for a new initiative or project, Reidmark can offer you ebusiness... without any boundaries.



We create **powerful ebusiness environments** that enable our clients to join together critical internal business systems.

FOCUSED ON PEOPLE'S NEEDS

Our vision is to establish business partnerships that remove barriers. Our passion is to help people and communities achieve positive and sustainable life improvements.

Reidmark is much more than an independent company that simply provides software. About 10 years ago we made a decision that has shaped what we believe in and stand for today. After successfully contributing to several 'people focused' projects, we knew we had found our passion. These experiences helped us define the direction we wanted our business to grow.

We changed our focus from building software for sales and profit-led commercial businesses, to building relationships with community-orientated organisations. By using innovative and practical applications of IT we've empowered our partners to make a real difference to the lives of the people and communities they work with.

Today we still embrace this ethos and continue to work with our partners to break down the barriers that can sometimes prevent an organisation from realising its goals. We offer a specialised knowledge and understanding of the markets we work in, to deliver pioneering technology solutions that aim to change the lives of people, for the better.

Through our projects we've helped partner organisations to enrich the knowledge of their teams and free up resources – so a better service can be delivered to customers, and labour and cash can be invested elsewhere. We've helped them access hard to reach customers by breaking down communication barriers, and we continue to help open up the information gateways – by creating tools that enable decision makers to obtain robust data to steer strategy and important policy changes.



Creating the best **environments** for people and partnerships to thrive, **innovation** to be encouraged and **progress** rewarded.

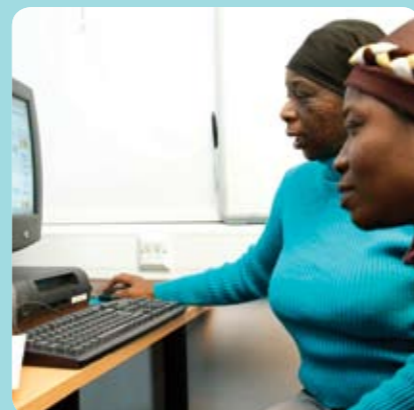
Combining ebusiness technology with **knowledge management principles** has enabled our partners to gather, organise, share and analyse their knowledge in a more efficient and effective way – all within a monitored environment.



Reidmark empowers organisations to share information with its customers, partners and suppliers – offering **greater efficiency and enhanced business performance.**



Our latest initiative will use technology to bring together social housing and lifelong learning – with the aim of providing a **single access point** for social housing customers to **benefit from services** that can help them achieve their learning and work goals.



“We are proud of our continual commitment and success in delivering software that is fit for purpose and relevant to business needs.”

ACCESSIBLE AND AFFORDABLE HIGH QUALITY SOFTWARE

We build accessible and affordable high quality software that can bring organisations and people together to share, learn and grow.

Quality, accessibility and affordability all feature highly in our list of priorities. At Reidmark quality is not merely about ‘ticking boxes’, it’s integral to the way that we work. We’ve adopted a tried and tested approach to managing our development work with a robust documentation framework for effective planning, fulfilment, testing, implementation and training. Plus, we’re in the process of confirming our commitment to quality and continual improvement by attaining the world-recognised ISO 9001:2000 and Investors in People standards.

In the world of ebusiness, accessibility is a key differentiator and something that helps set Reidmark apart from other software providers. Our expertise in understanding the application of internet technologies and a passion for creating original, innovative solutions ensure our concepts and systems are uncomplicated and user-friendly.

All of Reidmark’s solutions are fully hosted too – a service that increases security, reduces IT costs and substantially complements an organisation’s risk management strategy. And, when it comes to the important subject of cost, you can be confident that our pricing models and fees are transparent and competitive – based on the size and nature of your organisation, thus ensuring affordability and good value for money.

But, it doesn’t stop there – Reidmark also actively encourages innovation, and we’ve the awards to prove it! Our combination of effective market research and interaction with our partners sets us apart from the rest. We want to help you with the challenges you face and by spearheading new initiatives we can enhance the good work you do for the communities we all care about.

RSLmanager's tenants' portal and customer consultation tools have helped social housing organisations build **better relationships** with customers and communities through transparent and accessible online services.



In partnership with Broadland Housing Association, our housing software has won awards for its embedded **business intelligence and knowledge management** tools, which provide a real time understanding of the performance of a housing association.



In partnership with 'nextstep' agencies, Connexions and the Learning and Skills Council, our award winning lifelong learning software has delivered a **technological revolution** within the sector, through the sensitive management of nearly 2 million adults with learning and work needs.



“Together with our partners and clients, we have managed to bring about a complete change in the application of the internet within business and community environments.”

EXPERIENCES AND ACHIEVEMENTS

The success of Reidmark can be measured by the positive impact that our system environments have had on organisations, people and communities.

In keeping with our business values we've been associated with a number of pioneering projects that have helped shape modern and dynamic organisations within both social housing and lifelong learning.

Within the lifelong learning market Reidmark is now accountable for providing systems that manage and support more than 40% of learners accessing the nextstep funding provision within England. Reidmark's national IAG system, developed for the Learning and Skills Council provides robust data on more than 1,600,000 learners. And, our award winning IAGmanager system and online customer portal have been responsible for delivering a technological revolution within the sector – which is now the benchmark for offering a fully integrated IAG business model.

In social housing, Reidmark's RSLmanager gave Broadland Housing Association the IT platform they needed to unite the organisation and remove

it from being under Housing Corporation supervision. RSLmanager's contribution to this achievement was recognised by the Audit Commission in their post evaluation report.

As innovators, Reidmark is always looking forward. Our latest initiative is to bring together social housing and lifelong learning through a single system environment. This approach will help meet the individual business and operational needs of a housing association and for the first time IAG contract holders will be able to provide a single access point for social housing customers to utilise services that can help them realise their learning and work goals.

Then, taking it one stage further, as part of this initiative we will be piloting the use of mobile PDAs to help meet the needs of community support workers – by providing them with a tool that can improve their knowledge of a customer at the point of contact and facilitate better service delivery.