



Misys press releases

The latest news from Misys

Misys joins Business Superbrand Rankings for 2016

Misys joins annual business Superbrands list for first time; features among the UK's strongest business-to-business brands

London – 22 February 2016 - Misys, the leading financial software company, has been awarded Business Superbrands status for 2016 for the first time. This follows the latest iteration of the long-running annual survey, which identifies the UK's leading business-to-business brands.

The process, which has been run since 2001, was managed by The Centre for Brand Analysis (TCBA) and questioned 2,500 individual business professionals across the UK, as well as the independent and voluntary Business Superbrands Council. The two audiences judged nearly 1,500 brands, which they assessed on three key criteria: quality, reliability and distinction.

Martin Häring, Chief Marketing Officer, Misys commented, "Being included in this year's SuperBrand rankings marks a new era for Misys as we continue to grow and develop our brand. The judges look for quality, reliability and distinction, and it's down to our employees who drive the business forward, and our relationships with customers, that have contributed in helping to achieve these criteria."

Stephen Cheliotis, Chief Executive of TCBA and Chairman of the Business Superbrands Council said, "Being a leading Business Superbrand is not just about being the most well-known, but also about standing out from rivals and being perceived to consistently deliver a good quality service or product. The fact that the Business Superbrands process canvasses both business-to-business marketing experts and business professionals reaffirms on all counts that the brand is performing well".

- Ends -

For media inquiries, please contact:

Misys

Nicola Hamilton
Senior Director, Communications
T: +44 (0)20 3320 5021
E: nicola.hamilton@misys.com

www.misys.com

SuperBrands

Sabrina Coogan
sabrina@mcandt.co.uk
07850 753 929



Misys press releases

The latest news from Misys

About Misys

Misys is at the forefront of the financial software industry, providing the broadest portfolio of banking, capital markets, investment management and risk solutions available on the market. With more than 2,000 customers in 130 countries our team of domain experts, combined with our partner eco-system, have an unparalleled ability to address industry requirements at both a global and local level. We connect systems, collect data and create intelligent information to drive smarter business decisions. To learn more about how our Fusion software portfolio can deliver a holistic view of your operations, and help you to solve your most complex challenges, please visit www.misys.com and follow [@MisysFS](https://twitter.com/MisysFS) on Twitter.

About Business Superbrands 2016

What is Superbrands?

Superbrands is an annual initiative to identify and celebrate the UK's strongest consumer and B2B brands in Britain. Brands do not apply or pay to be considered for Superbrand status; the accolade of Superbrand is awarded after a rigorous and independent selection process (please see below for details). A selection of the strongest brands are featured in an illustrated hardback format book, available from all good bookshops (RRP £60), Superbrands.uk.com or by contacting 020 7079 3310.

Business Superbrands Selection Process – Summary

The UK's Business Superbrands are chosen by a panel of marketing experts and 2,500 individual business professionals from across the UK. Brands do not apply or pay to be considered. The business professionals' vote is the culmination of an independent selection process administered by The Centre for Brand Analysis, which considers thousands of brands from over 50 sectors.

Business Superbrands Selection Process – Detail

The annual Business Superbrands survey is independently administered by The Centre for Brand Analysis (TCBA). Brands do not apply or pay to be considered; rather, the selection process is conducted as follows:

- A comprehensive database of business-to-business brands operating in the UK was compiled using a wide range of sources, from sector reports to blogs. From the thousands of brands initially identified, nearly 1,500 brands were shortlisted. This shortlist was scored by two separate groups of voters:
 - o The independent and voluntary Expert Council, comprising 30 senior industry figures. Council members individually awarded each brand a rating from 1-10 and were not allowed to score brands with which they had a direct association or were in direct competition to.
 - o 2,500 business professionals with purchasing or managerial responsibility, accessed via a Lightspeed GMI online panel.



Misys press releases

The latest news from Misys

- The best performing brands were awarded Business Superbrands status.

Definition of a Superbrand

All those involved in the voting process bear in mind the following definition:

'A Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise.'

In addition, the voters are asked to judge brands against the following three factors:

- *Quality.* Does the brand provide quality products and services?
- *Reliability.* Can the brand be trusted to deliver consistently?
- *Distinction.* Is it well known in its sector and suitably different from its rivals?

About Misys

Misys is at the forefront of the financial software industry, providing the broadest portfolio of banking, capital markets, investment management and risk solutions available on the market. With more than 2,000 customers in 130 countries our team of domain experts, combined with our partner eco-system, have an unparalleled ability to address industry requirements at both a global and local level. We connect systems, collect data and create intelligent information to drive smarter business decisions. To learn more about how our Fusion software portfolio can deliver a holistic view of your operations, and help you to solve your most complex challenges, please visit misys.com and follow us [@MisysFS](https://twitter.com/MisysFS) on Twitter.

Misys and the Misys 'globe' mark are trade marks of the Misys group companies.
© 2014 Misys. All rights reserved.

Corporate headquarters

One Kingdom Street
Paddington
London W2 6B
United Kingdom

T +44 20 3320 5000

