



# Misys press releases

The latest news from Misys

## **Misys named a Business Superbrand two years running**

*Influential annual listing features the UK's strongest business-to-business brands*

**London, UK, 27 February 2017** – Misys has been awarded Business Superbrands status for 2017. This follows the latest iteration of the long-running annual survey, which has been identifying the UK's leading business-to-business brands since 2001.

The process was managed by The Centre for Brand Analysis (TCBA) and questioned 2,500 individual business professionals from 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, CMO, Misys said, "This marks our second year running on the Business Superbrands list and reflects the significant transformation journey we've been on to continue growing our brand. Our focus remains on delivering innovative financial solutions and first class services and a big part of that comes down to having stellar employees who support and drive our customer-centric vision."

Stephen Cheliotis, Chief Executive of TCBA and Chairman of the Business Superbrands Council said, "Having surveyed the views of leading business-to-business marketing experts and UK business professionals, we're delighted to reveal the brands they deem deserving of Superbrand status. As this accolade is directly linked to how brands are perceived, it is an important signifier of the high regard in which each Superbrand is held in the UK. These positive opinions clearly bring many benefits, especially in competitive environments in which brands are trying to outcompete for attention, business and loyalty. A strong reputation is undoubtedly one of the key drivers of business success and growth, so those brands achieving Superbrands status can rightly feel pleased about their achievements and upbeat about their futures."

You can view the Misys Superbrand page [here](#) and the full annual listing [here](#).

- Ends -

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**Notes to Editors: Business Superbrands 2017**



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## 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; rather 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 a luxurious, hardback format book, available from all good bookshops (RRP £60), [Superbrands.uk.com](http://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.
- 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?



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- *Distinction.* Is it well known in its sector and suitably different from its rivals?

## **About Misys**

We provide the broadest, deepest portfolio of financial services software on the market. Our solutions cover retail and corporate banking, lending, treasury, capital markets, investment management and enterprise risk. With more than 2,000 customers across 125 countries our team of domain experts and partners has an unparalleled ability to address industry requirements at both a global and local level. We deliver market leading solutions by putting customer needs at the centre of everything we do. We offer a unique componentised, open architecture to enable our clients to innovate, connect and expand their existing services and increase value faster. 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](http://www.misys.com) and follow @MisysFS on Twitter. For the latest news, interviews, videos and features from the financial technology industry visit [www.fusionwire.net](http://www.fusionwire.net).