

PRESS RELEASE

CityIQ selects Business Optix to enhance service delivery

London. 11 June 2010

CityIQ, a boutique consultancy to the financial services industry in the UK today announces that it has reached an agreement with Business Optix to use the WorkPad tool set on selected consultancy assignments.

“We focus on the investment process” explained Paul Wiltshire, Managing Director of CityIQ. “Like our many clients we recognise the value of being able to rapidly model the business by documenting the interactions between people, process and technology, without major expenditures on software or training. We chose Business Optix because it is easy to learn and easy to use and can add value from day one; essential on a consulting assignment.”

Commenting on the agreement, Peter McNally, Director of Business Optix said: “We are delighted that CityIQ have chosen to use our product set. We believe that the combination of CityIQ’s knowledge of the financial services industry coupled with our time-saving capabilities, such as one-click output of business process documentation, will enable CityIQ to deliver more value to their clients. By releasing resources from document preparation tasks, CityIQ can use our technology to concentrate their resources on high-value activities such as identifying and quantifying areas for improvement. Using our software on client assignments is a great way to maintain CityIQ’s market leading status.”

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About CityIQ

CityIQ is a specialist consultancy that provides advisory and delivery services to organisations in the Financial Services Industry. Covering investment management and all aspects of the investment process, CityIQ is well known for its expertise in the areas of project and programme management, business analysis and technical architecture.

About Business Optix

Business Optix is a leader in delivering an easy-to-use and easy-to-learn software. It enables business people to rapidly capture and document business models that describe the interaction between people, processes and technologies. These models provide insight into how and where resources can be deployed to best effect. With a one-click output, business people can then publish their models to PDF for standard documentation and to HTML for easy on-line read/comment access that enables colleagues to provide valuable feedback that enriches the models. With an underlying storage in XML format, the information captured can be dynamically extended and easily shared with other tools in the Business Improvement ecosystem.

Business Optix combines a comprehensive suite of services; including training, configuration and consultancy which enable the effective use of technology.

For more information or to trial the software, please visit:

www.businessoptix.com

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