



21C and Silverbear Partner to Provide Complementary BI and CRM Healthcare Solutions

Partnership will provide a powerful and unique offering to healthcare customers

London, 2nd March 2010 – Business intelligence (BI) specialist, 21C, today announced its first formal commercial alliance, with Silverbear, a Microsoft CRM and software solutions company. This is 21C's first solution partnership and will provide healthcare customers with a portfolio of offerings that moves beyond Data Warehousing, BI and knowledge management to deliver something new and completely unique in the healthcare technology market.

By combining forces, customers can now benefit from extensive experience in both the healthcare and CRM industries, enabling them to further understand, assess and meet their business needs for business process automation. The partnership will also see 21C and Silverbear provide customers with a well-rounded Microsoft based offering, which can be customised to each organisation.

Silverbear chose to partner with 21C because of the vendor's market presence, reputation and well-defined plans for product development.

Pauline Tither-Tompkins, Silverbear's Healthcare Specialist, commented: "As the healthcare sector relies heavily on peer-to-peer contacts, we decided to partner with 21C because of its credibility in the sector. The company really understands the issues in the healthcare sector, enabling it to extract good analysis and meet the needs of healthcare organisations with its solutions and knowledge. By combining our strengths with 21C's, we can deliver a more powerful offering and provide a wider range of expertise to our healthcare customers."

The partnership has opened up new business opportunities to 21C and Silverbear, enabling them to target organisations they weren't historically able to reach individually. Ultimately, both companies can now expand their current customer base.

Paul Henderson, 21C's CEO said: "Partnering with a pedigree organisation such as Silverbear has enabled us to match our domain knowledge to their vast CRM experience. As CRM is a relatively new technology in the healthcare sector, we are now in a position where we can offer a well-rounded and customised offering – critical to meeting any organisations' needs. Our solutions are successfully enabling customers to harvest knowledge from automated processes using Sharepoint and deliver integrated information using SQL and Office. CRM offers customers the opportunity to take this knowledge and turn it into a broader range of actions. They now have the knowledge and all the tools they need to take advantage of it."

About 21C

21C provides NHS Business Intelligence Portals based upon the Microsoft Business Intelligence software stack, best practice data warehouse design methodologies and most importantly an extensive health sector experience. The company demystifies business intelligence by delivering solutions, packaged or through consultancy engagements that connect health care professionals with their data and enable them to access information in way best suited to them. 21C's solution provides PCTs with access to performance KPIs, operational or clinical dashboards or direct access to data using analytical tools. For further information see www.21c.it.

About Silverbear (Health)

[The Community Involvement Solution for NHS](#) is part of the portfolio of solutions from [Silverbear Ltd](#). The Community Involvement Solution assists existing and aspiring NHS foundation trusts to attain, retain and maintain their membership engagement strategy, ensuring they meet the requirements set out by the Care Quality Commission (CQC). For further information see www.silverbearhealth.co.uk

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