



Misys **Connect**
Maximise & Lead

Programme overview

Industry Reputation

Showcase your business leadership and build industry recognition for your achievements, to acknowledge success within your organisation and wider peer group, and with external stakeholders.

Successful technology deployments deserve recognition for the business benefits that they enable. Misys is keen to help you to highlight your business leadership by working in close partnership with your own brand reputation programmes.

Additionally, customers, investors and senior executives like to know of successes, and the Misys team can help you communicate messages in an open, positive manner.

Misys is glad to work with the media, with the technical and business analyst communities, and with your industry peer group to assist with industry reputation communications.

The Industry Reputation programme is designed to build your organisation's visibility in the marketplace, demonstrate your business and technological leadership, and enhance your professional reputation.

Misys assists with independent recognition through multiple channels, such as industry awards, speaking engagements and joint marketing and communications activities, including:

- › Press releases and interviews
- › Blogs
- › Written case studies
- › Video case studies
- › Industry speaking opportunities
- › Joint social media engagements
- › Co-branded marketing campaigns.



Misys **Connect**
Maximise & Lead

Showcase your success with media, analysts and peers

Misys can help you generate trust and confidence for your customers that you are the right partner for them.

Additionally, Misys can help you build your reputation through your use of Misys solutions, whether it is excelling in risk management, leading the way in secure payments, offering the best lending capabilities, and many more.

A positive brand reputation ultimately contributes to increased revenues and loyal customers. Misys would be delighted to work in partnership with you on these activities to help drive your brand reputation forwards.

To find out more about this and further Misys Connect programmes, speak with your account manager, or for a response within 24 business hours, e-mail misysconnect@misys.com.

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.
© 2015 Misys. All rights reserved.

Corporate headquarters

One Kingdom Street
Paddington
London W2 6B
United Kingdom

T +44 20 3320 5000

