



SWORD

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Press Release
20.10.08

Sword ciboodle cited as the sole leader in process-centric customer service software by independent analyst firm

CRM software product receives highest score for time-to-value

Chicago, IL – October 20, 2008 Sword ciboodle, provider of customer-oriented business software and services, today announced that it has been named as the sole leader in process-centric customer service software by independent analyst firm, Forrester Research. Sword ciboodle was among the select companies invited by Forrester Research to participate in its October 21 report, “The Forrester Wave: Process-Centric Customer Service Software Solutions, Q4 2008”.

Opening the section on process-centric products, the report says, “As organizations are realizing the importance of truly integrating end-to-end customer-facing processes from front office to back office, they are turning to solutions with native BPM capabilities that can support highly unique — and flexible — process flows.”

After identifying the company as the sole leader in the process-centric segment, the report states that, “Sword ciboodle, a relatively new player in the United States, has advanced workflow capabilities coupled with deep professional services expertise in utilities and finance.”

The report also states, “Under its former name (Graham Technology), the company had achieved a growing reputation as a leader in the field of customer interaction management, with a focus on contact centers.”

Furthermore, ciboodle received the highest score in the report for time-to-value.

“Focusing our product development on delivering exceptional process-based CRM software has been the driving force behind Sword ciboodle’s business strategy for several years now, and we are delighted to have emerged as the sole leader in the process-centric part of this Forrester Wave report,” said Paul White, EVP sales and marketing, Sword ciboodle. “It was also excellent to see that we have achieved the highest score in time-to-value, which we know from several recent client successes is a factor that is of increasing importance to potential customers in the current economic climate.”

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Sword ciboodle is the award-winning business-process-driven CRM software product for multi-channel contact centers. Targeted primarily to large companies in sectors such as banking, insurance, utilities, telecommunications and retail, it is the only BPM-based CRM product that enables all service channels natively from a single platform.

This is the latest industry analyst report to feature ciboodle – the company has featured extensively on analyst reports and evaluations over the years, and this history can be viewed at www.ciboodle.com/reviews.

Notes to Editor

About Sword ciboodle

Sword ciboodle helps improve the way large organizations interact with their customers. The combination of award-winning, process-managed CRM software and specialist consulting and delivery services help Sword ciboodle's clients achieve higher revenues from their customers and reduce operational costs. Sword ciboodle is consistently recognized by industry analysts as one of the world's leading customer-centric technology providers. For more information, please visit www.ciboodle.com.

About Sword Group

Sword Group delivers high value business applications to the world's largest companies globally.

With operations in 37 countries, Sword today employs over 2000 people and generates more than \$290m in consolidated revenue.

An international leader in the delivery of Business Process Improvement solutions, Sword's skills, infrastructure and experience help our customers across regulated industries optimise performance, increase efficiencies and maximise return on investment.

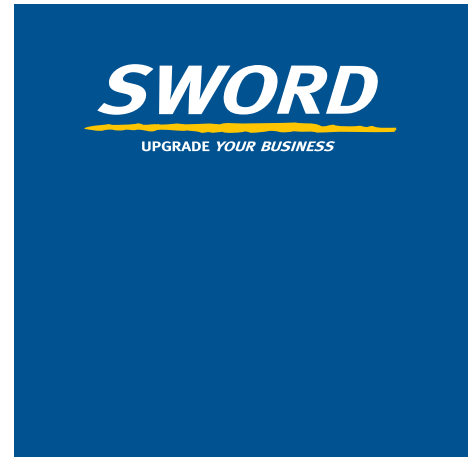
With flexible delivery options, including On Demand and On Premises, combined with our extensive industry expertise, Sword provides comprehensive support to customers across insurance & healthcare, energy, banking & finance, telecoms, utilities, engineering & construction and government.

For more information visit our website: www.sword-group.com

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