



## **Ginsters shortlisted for Intellect Software Satisfaction Innovation Award .**

**London, November, 30th 2011:** Today, Exceedra announced they have been shortlisted for the Intellect Innovation Award category, in the Software Satisfaction Awards, held at the London Marriot in Grosvenor Square, London on October 18<sup>th</sup> 2011.

Exceedra, shortlisted along with other vendors such as Salesforce.com and Webexpenses, was chosen after a rigorous selection process, including user feedback, rating the software on; ease of use, functionality, reliability and value for money.

Richard Nicholas, Director at Exceedra, explains "This award is important because it reflects what customers think of the software. The Innovation Award, sponsored by Intellect, focuses on new, innovative products that have attracted significant measurable benefit for customers"

### **About Exceedra**

Exceedra, established in 1987, is a leading software vendor focused on Commercial and Supply Chain Planning. Exceedra products help companies in Consumer Goods, Manufacturing, Retailing and Wholesale sectors improve revenues, margins and service levels through improved insight and planning.

The company supports a global customer base and has a history of innovation and leadership. Exceedra are passionate about providing quality software that delivers profitable business benefits and increases productivity for our customers.

### **About the Awards**

In 2006, the inaugural 'Business Software Satisfaction Awards' were issued to vendors of accounting and tax software applications. In 2007 the Awards expanded to cover the business disciplines of HR, training, CRM and customer management, in addition to accounting and finance. In 2008, the user survey for the Software Satisfaction Awards attracted over 5,900 votes, nearly three times the volume of the previous year.

In 2009, over 8,100 business software users took part in the survey – making the Software Satisfaction Awards one of the UK's largest individual pieces of business opinion research.

In 2010, at the request of many entrants from previous years, we added greater rigour to the data collection, and also encouraged qualitative feedback from end-users to add even more depth to the awards survey.

In 2011, we've joined forces with Intellect, who have 780 software members and are the UK's largest technology association. Intellect will be taking on all event logistics and research for this year's awards, adding further credibility and reach to the event.

**<http://www.softwaresatisfaction.co.uk/>**

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