



UK Press Release

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Financial advice customers benefit from CRM solutions
~ Onyx and Interliant create specialist CRM solution for Legal and Financial Needs Ltd. ~

Legal and Financial Needs Ltd. (LFN), a specialist in legal and financial advice and services for trade unions and other affinity groups, today announced it will use Onyx's software as a base for its range of specialist offerings. These include Financial Products, Mortgages and Conveyancing, Home, Motor and Travel Insurance, and Legal Services.

Onyx Software Corp. a leading provider of enterprise-wide customer-centric e-business solutions, and Interliant, Inc. (Nasdaq: INIT), a leading global application service provider (ASP), have implemented an advanced customer relationship management (CRM) solution for Legal and Financial Needs Ltd.

An advanced customer analysis system has been created through a close working relationship among Onyx, Interliant, and LFN, with capabilities that include: Web-based customer data analysis, targeted marketing campaigns and effective cross and up-sell of products. By allowing the manipulation of detailed customer information from the different parts of LFN's business, the software also provides customers with a holistic view of the LFN organisation.

The solution allows in-depth information, including tailored product, services and partner information about customers of membership-based organisations and trade unions, to be accessed across a variety of communication channels. In addition Interliant developed functionality to integrate LFN's existing back-office applications, which allows customers to complete sometimes complex application forms live on the Web. The system also manages Web site banner advertising based on customer history and propensity to purchase.

"Each affinity group, and each individual member, has its own requirements. Onyx was the only vendor able to provide the technology and the vision to allow us to manage these requirements, and produce and market tailored products across our customer's Web sites," said Graham Dixon, operations manager at LFN. "The scalable nature of the Onyx solution that Interliant has designed and implemented with us means that the solution will continue to grow with us as our business changes," he continued.

David Yuile, Managing Director, Interliant UK, said, "LFN has recognised the importance of the Internet as a cost-effective way to access a CRM solution and pass on savings to their customers – a crucial differentiator in their increasingly competitive, service-oriented market. Through our consulting services, we've helped LFN to deliver an Internet experience that is as easy and reliable as picking up the phone."

"With such a complex business model offering a number of personalised products, LFN has to ensure that it is keeping up with customer demand on a number of different channels and levels," said Rob Green, UK country manager at Onyx Software. "Speed of implementation is also key to LFN and, after only eight weeks, thanks to Interliant, the system is ready to go live and start benefiting customers."

NOTES TO EDITORS

About Onyx Software

Onyx Software Corporation is a leading supplier of enterprise-wide, customer-centric e-business applications. Onyx Software's enterprise-class software connects and powers a company's entire e-business world, including customers, partners, sales, marketing, service and call centre functions. Onyx Software's award-winning products are known for flexibility, reliability and rapid deployment, resulting in high return on investment, low total cost of ownership and industry-leading customer satisfaction. Onyx Software operates worldwide, supporting large, medium and small companies such as, American Express, Cognos, Commerce One, Credit Suisse, Ericsson, Swiss Life, Colgate and ntl Group. For more information, visit the Onyx web site at www.onyx.com.

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About Interliant

Interliant, Inc. (Nasdaq:INIT) is a leading global application service provider (ASP) and pioneer in the ASP market. Interliant's INIT Solutions Suite includes messaging and knowledge management, security, e-commerce, customer relationship management, enterprise resource planning, distributed learning, Web-site hosting and Web-based rental applications. Interliant, headquartered in Purchase, NY, has forged strategic alliances with the world's leading software, networking and hardware manufacturers including Microsoft (Nasdaq:MSFT), Dell Computer Corporation (Nasdaq:DELL), Oracle Corporation (Nasdaq:ORCL), BMC Software (Nasdaq:BMCS), Network Solutions (Nasdaq:NSOL), IBM (NYSE:IBM), Sun Microsystems Inc. (Nasdaq:SUNW), and Lotus Development Corp. Interliant does business in the U.K. through a subsidiary. For more information about Interliant, visit www.interliant.co.uk.

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