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## **New search engine, ZubeSales, locates UK sales prospects in minutes**

Zubed Geospatial's new map-based tools bring market and sales data to life

Milton Keynes, UK, 12 August 2008 –Zubed Geospatial, Triad Group Plc's Location Intelligence business, today launched ZubeSales, a new online sales prospecting system. Given any geographical location, business type or SIC code, ZubeSales finds UK businesses that match only these strict criteria, together with contact details and other important company information.

Companies such as Lloyds TSB Cardnet are already using ZubeSales to identify opportunities with both new and existing customers. ZubeSales allows a company to map their customers and display analytical maps of sales performance, visualising at-a-glance where to target sales activities, without the need for complicated spreadsheets and pivot tables.

"I see Zubed as a key tool in enabling both our sales people and the business in achieving their maximum potential", said Nigel Leacock, Managing Director of Lloyds TSB Cardnet. "ZubeSales is already changing the way we view our business and is starting to change behaviours and results. It will become a critical solution to maximising the return on our investments in sales, retention, people and our customers. For the first time we will be able to target and approach retailers in specific segments with the right products and services to meet their developing needs."

"For too long, sales teams and individuals have had to battle with irrelevant search results and inaccurate business categorisation", said Ian Haynes, CEO of Triad Group Plc. "ZubeSales means an end to this, allowing sales people to spend more time meeting with real prospects, and securing greater value customers, after just a few minutes spent in our intuitive map-based search environment."

ZubeSales is one of a range of applications being developed using the Zubed Location Intelligence toolset. Core to each product is the interrogation and visualisation of data, using geographical mapping. In development are applications in the fields of recruitment, talent management, corporate asset management, and public sector data mapping.

New users can register to trial ZubeSales' UK business search functionality at [www.zubed.com](http://www.zubed.com), without having to make any payment commitment.

### **About Zubed Geospatial**

Zubed Geospatial is the Location Intelligence business of Triad Group Plc and specialises in the creation of web-based applications integrating the intuitive map-based presentation of data with state-of-the-art targeted search technologies such as Semantic human-language interpretation, federated searching, and deep web drilling. Current applications include ZubeSales, for sales prospecting, ZubeJobs, matching job seekers with employers, ZubeTalent, managing existing staff skill-bases, and ZubePublic Information, mapping social data.

### **About Triad Group Plc**

Triad Group Plc is an independent UK-based IT services company with offices in Surrey, London and Milton Keynes. The company was formed in 1988 and listed on the London Stock Exchange in 1996. We use our practical experience to help clients achieve business improvement and cost savings through the effective use of IT.

We provide IT and business consultancy, systems integration and application development services across four main industry areas: Financial Services; Public Sector and Not for Profit; Telecoms, Media and Technology; Transportation and Travel.

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Contact:

Steve Maynard  
Product Marketing Manager  
Zubed Geospatial  
Tel: 01908 278460  
Email: [smaynard@zubed.com](mailto:smaynard@zubed.com)

Kevin Coles  
Head of Business Enterprise, Cardnet Merchant Services  
Lloyds TSB Cardnet  
Mob: 07841 74 1230  
Email: [kevin.coles@lloydstsb.co.uk](mailto:kevin.coles@lloydstsb.co.uk)