

PRESS RELEASE



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Iris Software appoints Prisma Consulting to support global marketing effort

Iris Software, UK based designer of the acclaimed Iris Personal Valet, has appointed Prisma Consulting to help manage the huge interest and sales potential resulting from the global launch events over recent months.

The buzz created by the launch has resulted in levels of interest that far exceeded expectations with enquires from many major hotel groups, individual properties, systems integrators and potential business partners. The result is a significant level of work that needs experienced and well connected resources to enhance the Iris team. Prisma has that pedigree.

“Prisma has many years of expertise in the international hospitality technology sector and our partnership with Prisma will allow IRIS to offer new customers a broader base of knowledge and support. We believe that Prisma’s established credentials in the IT hospitality sector and their team’s knowledge of global markets and trends will form the basis of a long lasting and mutually beneficial partnership.”

Prisma was founded in 2003 and has delivered services to clients on both sides of the industry – the hotels and the technology providers. Hotel projects include systems review, system specification, product evaluation and sales development assignments. For IT hospitality IT clients Prisma has used its global network to find, introduce and negotiate partnering agreements.

"The Iris Personal Valet is one of the most innovative, well-designed and attractive products I have seen," commented Preston. "It also fills a niche that no one else has addressed in the same way giving it a significant window of opportunity in the marketplace."

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Background for Editors:

Iris Software Ltd

Iris Software Solutions Ltd is a young, well-funded and innovative company, based in UK. The company has spent 3 years designing and developing the highly acclaimed Iris Personal Valet which was launched in Singapore in April 2008. The company has offices in the UK, USA and Hong Kong.

Prisma Consulting Ltd

Prisma Consulting provides international business development, management consultancy, sales training and technology services to clients both in the UK and worldwide. The focus of all these services is business development and projects have a strong ROI focus.

Projects have included building international sales channels, specifying IT strategy and systems, building sales pipelines and running sales seminars tailored for specific industries. Prisma's reputation and track record has resulted in a compelling file of testimonials. www.prisma.com