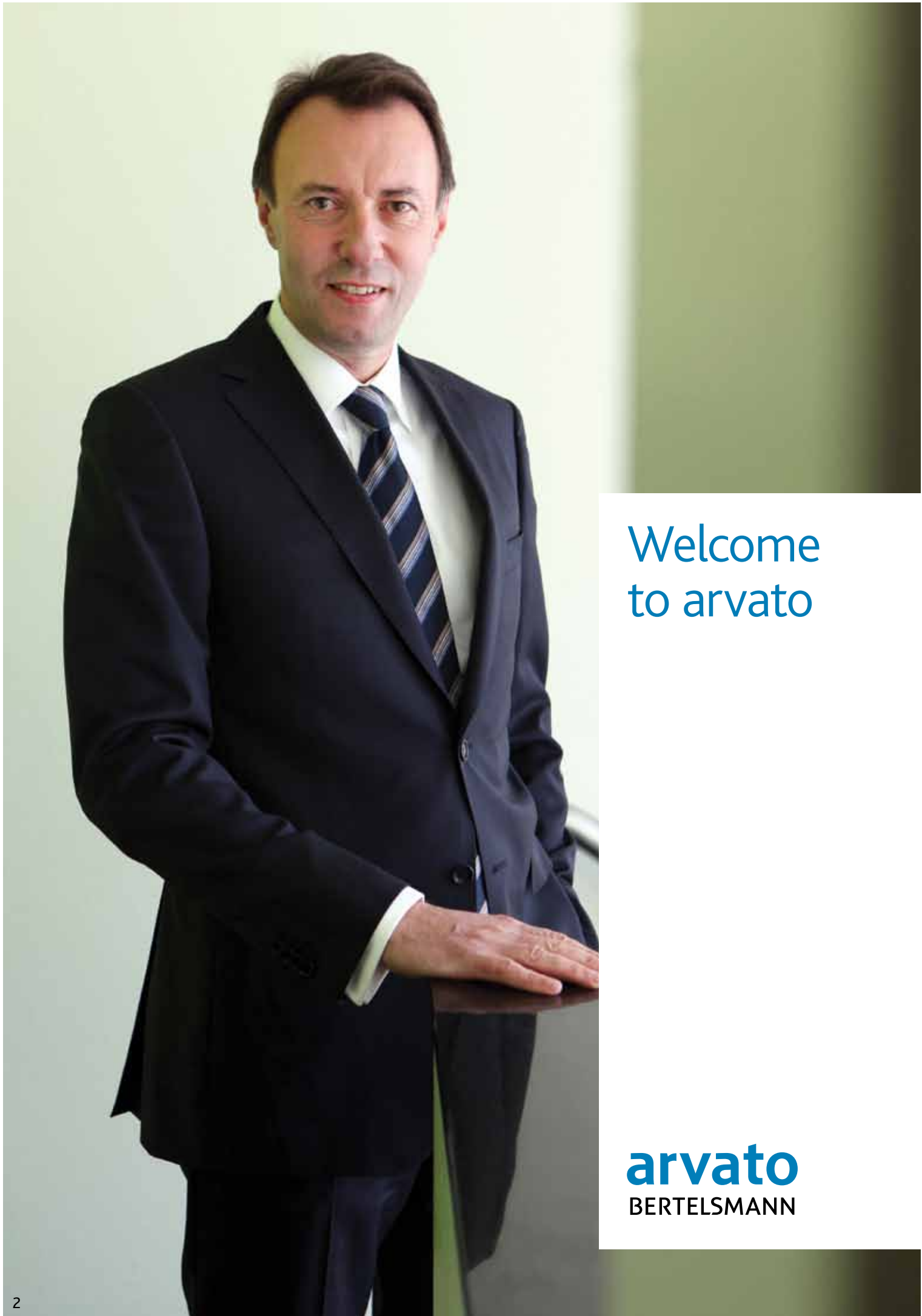


partnerships

arvato
BERTELSMANN



Welcome
to arvato

arvato
BERTELSMANN

As a trusted business outsourcing partner to the private and public sectors, we're really proud of what we've achieved together with our clients. So proud, we've put together a short selection of some of the highlights.

Read on to find out how we support businesses as wide-ranging as the world's leading technology companies and car manufacturers, through to local councils, with services as varied as BPO, finance services, supply chain solutions and contact centres.

Despite the diversity, we believe our partnerships have a number of things in common:

- Our people treat our clients' customers as our own
- Our entrepreneurial heritage means we never stand still, constantly innovating and making improvements
- Our unique ownership structure allows us to take a longer term and more flexible view to creating sustainable success for our clients and employees

By improving and transforming business processes we enable our clients to meet overall objectives, whether that's to do more with less, drive cost savings, become a more flexible business or create growth.

In the last 12 months, our approach has been recognised through a number of industry awards: Best Public Sector Outsourcing Project of the Year (National Outsourcing Association) and Distributor of the Year (Music Week). We have also been named a finalist in the prestigious National Business Awards and European Contact Centre Awards.

At arvato, we've always measured our success through the success of our clients and I don't see that changing any time soon. Other companies talk about win-win; we deliver it.

If you'd like to know more about arvato and how we can help you, get in touch.



Matthias Mierisch,
Chairman and CEO, arvato UK & Ireland

Accelerating performance

arvato has been responsible for generating sales appointments and demonstrator bookings for Renault UK's B2B fleet operation since 2007. By streamlining the demonstrator booking process, arvato has saved Renault in excess of £1.7m a year, while increasing bookings by 12% and improving customer satisfaction to an all-time high of 98%.

Working on-site at Renault and totally immersed in the brand, the arvato back-office team was a finalist in the 2011 European Call Centre and National Customer Service Awards, in recognition of its innovative, collaborative approach.

Due to its strength and success, the relationship was recently extended to include a new multi-channel front-office contact centre for all Renault after-sales enquiries.





Trust and transition

arvato and Microsoft's \$200m global BPO partnership sets new standards for the outsourcing industry. For the first time, Microsoft has entrusted the processing of 90% of its global revenues to a single partner.

An innovative managed services model was established to manage the risk, complexity and scale of the 'contract-to-invoice' relationship, enabling arvato to make operational decisions to achieve cost savings in excess of 20%.

arvato has completed one of the most complex outsourcing transitions in Microsoft's history, with 12 successful transitions in 12 months.

The partnership consistently scores an 'A' in Microsoft's operational excellence measures and is set to realise improvements in customer and partner experience.

Microsoft[®]

Cultivating customers

arvato provides both finance and customer contact services to Gumtree.com, the UK's number one classified and community website and part of the eBay Classifieds Group.

arvato's initial brief was to manage back-office processes ensuring the enforcement of site policies, and to deliver a world-class customer service to buyers and sellers. This supported an increase in customer satisfaction to consistently reach more than 80%.

As Gumtree's business continued to grow, it turned to arvato to provide a quick and efficient process for improving cash flow. arvato increased collection rates by more than 200% in a 12 month period and collected around 70% of outstanding debts within a short timeframe.





Reaching new heights

In 2010, Chesterfield Borough Council became one of the first district councils to outsource services by agreeing a 10-year partnership with arvato, described as 'truly pioneering' at district council level.

In addition to delivering £4m savings over the course of the partnership, arvato has committed to invest £1.7m in technology and infrastructure to transform services.

As part of the successful TUPE transfer of 170 Council employees, arvato and the Council focused on building an early understanding of the culture of the partnership.

The partnership won Best Public Sector Outsourcing Project of the Year at the National Outsourcing Association Awards in November 2011, where the judges were impressed by arvato's transparent approach to service delivery.



Every penny counts

arvato provides debt collection services for 1&1, the world's leading web hosting company with over 10 million customer contracts and 11 million domains registered worldwide.

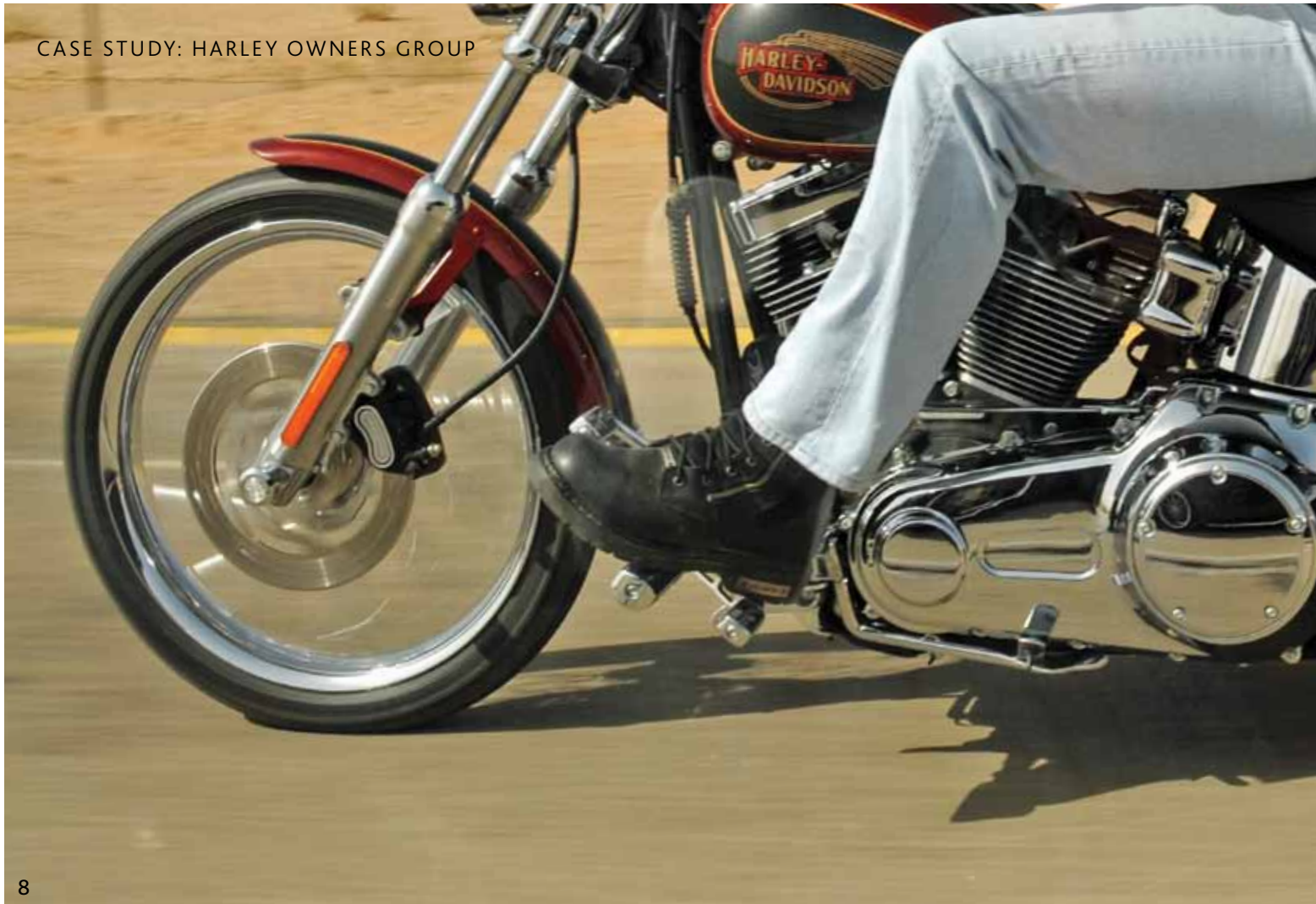
arvato designed a bespoke debt collection service for B2B and B2C accounts, including pre-legal collections and a process for previously uncollected small debts. Consistently high collection rates have been achieved.

"arvato assists us in achieving our ambitions by bolstering our cash flow, helping us to retain customers and allowing us to focus on delivering a world-class web hosting business."

Sebastian Gross,
Head of Accounts Receivable, 1&1



CASE STUDY: HARLEY OWNERS GROUP





Loyalty in any language

Since 2002, arvato has provided multi-lingual, multi-channel contact centre and loyalty services to the Harley Owners Group (H.O.G.) – the world's largest motorcycle owners club with 100,000 members in 70 countries across Europe, the Middle East and Africa.

The arvato H.O.G. team lives and breathes the Harley-Davidson brand and culture. This enthusiasm has delivered consistently excellent brand experiences for members; from timely, accurate membership services to engaging hospitality events.

Just like the team's passion, the results speak for themselves: arvato improved customer satisfaction by 30% and increased membership retention by 50% over three years.



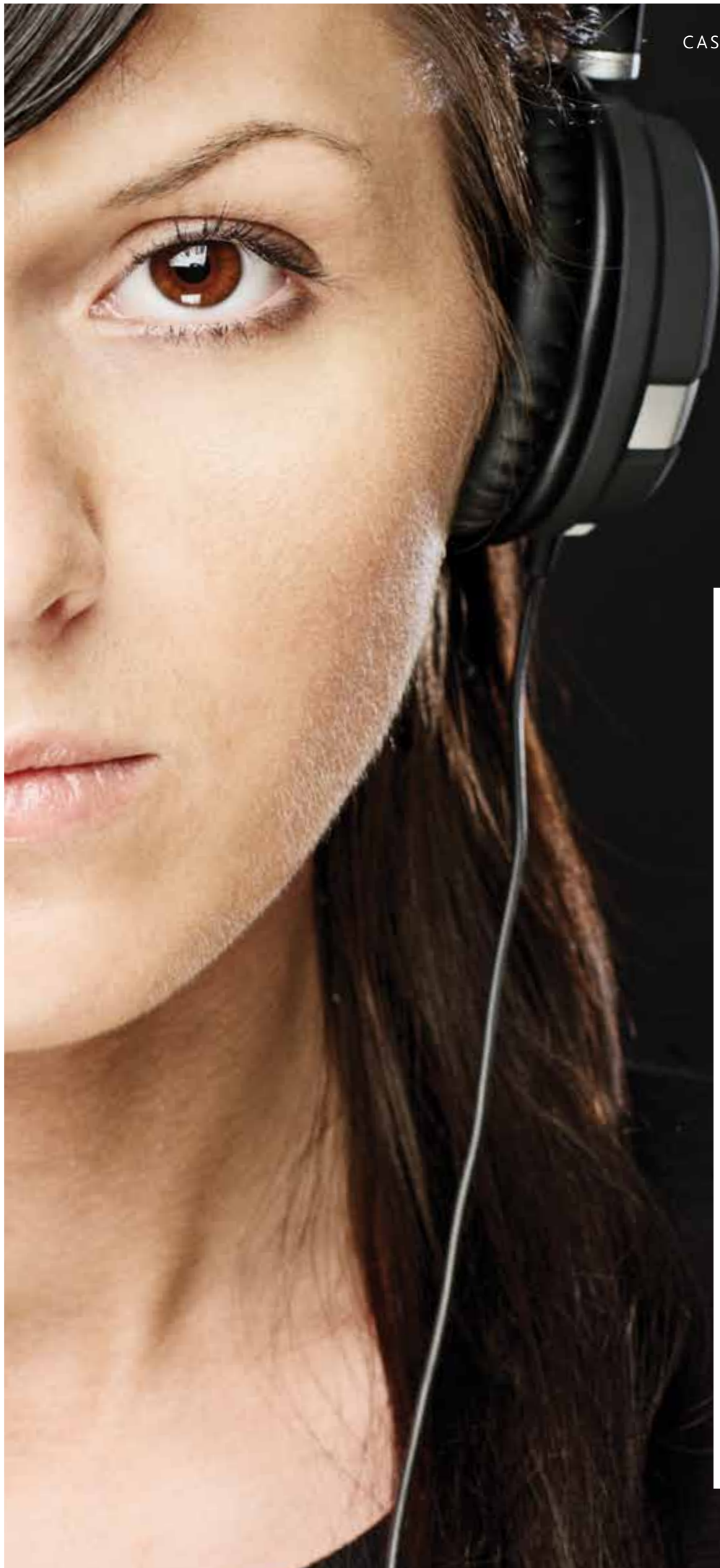
Healthy conversations

arvato manages an innovative support and information service for healthcare professionals on behalf of AstraZeneca's UK Marketing Company, part of the leading pharmaceutical company. The programme employs ABPI-accredited (Association of British Pharmaceutical Industry) customer service agents to offer healthcare professionals the opportunity to engage in telephone dialogue about AstraZeneca's medicines and value-added services.

In response to the NHS' changing needs and increased pressures on healthcare professionals, the innovative TeleReach programme takes a service-led approach using telephone and email, to support the traditional field-based salesforce.

Based at AstraZeneca's Luton site, the arvato team builds strong relationships with healthcare professionals across the NHS by interacting at a time and in a format that best suits them, in order to enhance patient care.

AstraZeneca 



Music to their ears

Universal Music Group (UMG), the world's largest music content company, wanted to outsource its warehousing and distribution to focus on its core business.

In arvato, UMG found an experienced partner to take over its Milton Keynes site, successfully manage the TUPE transfer of all employees and implement new technologies.

arvato has enabled UMG to reduce risk and create a more flexible business, as well as realise new benefits unachievable with an in-house solution. Since the start of the partnership, arvato has shipped 150 million units with an average 100% completion rate, and the transformation has produced cost per unit savings of 25%.

The relationship continues to evolve with arvato recently providing a solution for UMG's e-commerce distribution.



UNIVERSAL MUSIC UK

Save and grow

Toshiba, a world leader and innovator in pioneering high technology, supported the growth of its UK business by outsourcing its distribution infrastructure for laptops and other products such as camcorders, hard drives, carry cases, batteries and USB memory sticks.

"Together, Toshiba and arvato have developed a supply chain solution that has streamlined our logistics operation, reduced distribution costs by 10% and led to an expansion of our business. arvato really understands the idea of working in partnership. We look forward to continuing our current successful relationship and bringing in more innovations that will enhance our service to customers and drive the future growth of our business in the UK."

Richard Taylor,

Head of Supply Chain, Toshiba UK

TOSHIBA
Leading Innovation >>>





Number one performer

East Riding of Yorkshire Council, one of the largest unitary authorities in England, is home to more than 337,000 residents across 930 square miles.

On behalf of the Council, arvato has been successfully delivering customer service, revenues and benefits, occupational health, training, payroll, creditor payments, print and design and ICT services since 2005.

The partnership's performance places the Council as one of the top unitary authorities, collecting in excess of £150m per annum in Council Tax. arvato is also supporting the Council's ambition to remain a top 10% performing council in England.

Together, arvato and the Council have won numerous public sector accolades for Best Public-Private Partnership and the Audit Commission has described it as 'exemplary'.

arvato has been a trusted business outsourcing partner for more than 50 years

We have long-term partnerships with some of the most respected national and international companies, as well as innovative public sector clients.

We combine our expertise in business process outsourcing (BPO), finance services, contact centre services, loyalty and customer retention, supply chain solutions, and public sector and citizen services to deliver innovative, individual solutions that help our clients to achieve their objectives.

Our values - partnership, entrepreneurship, creativity and citizenship - are core to our business and our employees.

We invest in our people, act as a partner to society and treat the environment with care and respect.

In the UK and Ireland, we employ over 3,000 people across more than ten locations. With international revenues of more than €5bn, arvato employs over 60,000 people in 35 countries. Our parent company, Bertelsmann, is the world's most international media company with revenues in excess of €15bn.



arvato

BERTELSMANN

arvato UK & Ireland
One Lyric Square
Hammersmith
London
W6 0NB

Phone: +44 (0)844 846 0800
Email: partnerships@arvato.co.uk

www.arvato.co.uk/partnerships