

DWP – PR by an Independent for an Independent

Xantus Consulting

Background:

Xantus is an independent management consultancy, specialising in IT-enabled business change - focusing on changing business through IT and making IT run more effectively. Xantus provides client-side support throughout strategic and operational change including IT due diligence, market assessment, IT strategies and sourcing solutions, operating model design and expert programme delivery. Xantus advises FTSE100 companies and large government departments. DWP commenced work for the consultancy in January 2010.

Achievements:

- ◆ By November 2010, DWP had achieved or confirmed double the number of press hits agreed for 2010.
- ◆ A key client requirement was to position the IT consultancy as an independent and articulate its expertise and knowledge through the national media. To date, DWP has exceeded the agreed target for national media coverage by 200 per cent – with hits in The Times, Financial Times, and Sunday Times.
- ◆ DWP provided strategic input to Xantus' marketing campaigns; defining key themes, managing primary research and developing the narrative and content for executive reports.
- ◆ DWP has also developed a variety of in-depth topical insights for Xantus, which have been written for both marketing use as well as adapted for the national and sector media. Topics covered have included: The best way to renegotiate government contracts, Collaboration - the source of positive IT growth, Due diligence: the essential ingredient of public sector restructures, and Are CEOs still from Venus and CIOs from Mars?
- ◆ The DWP campaign has more than delivered against the return on investment.

Client View:

Steve Watmough, CEO, Xantus Consulting commented:

“Since establishing Xantus we have provided independent advice to clients at a very senior level. It was therefore important that our PR campaign communicated to this audience through the most targeted and efficient route. With regular coverage in The Sunday Times, Times and Financial Times, DWP has delivered and exceeded our expectations and proactively created the opportunities.”

