



PRESS RELEASE

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**Port@l launch 'Occupier Solutions' with a series of land deals
throughout UK**

- New solution provides flexible, risk averse capacity as an alternative to long-term leases

Birmingham, 2nd May 2007, Port@l, leaders in delivering innovative space and infrastructure solutions, has today launched a new service that provides corporate property managers with an alternative approach to managing capacity in their portfolio. The new offering, *Occupier Solutions* is aimed primarily at 'blue chip' organisations and delivers either a built-to-order, or ready-made facility that includes the infrastructure (environment, IT and telephony) on a managed service basis for an agreed term, with no tie-ins.

Managing Director at Port@l, John Gotley, comments on the new launch, "For many organisations, planning capacity for a new facility, whether it is for a data centre, call centre, or back office function is a major headache,

that is fraught with risk and uncertainty. Launching a new product or service, pressure from competition or an unexpected surge in growth can all force a business into making a long-term property or lease commitment based on a reaction to a short-term business need. Ultimately this will result in significant amounts of their portfolio being either the wrong size, in the wrong place, or unfit for purpose. Our *Occupier Solutions* however, enable property managers to escape from this dilemma by adopting a flexible, risk averse approach to accommodation that is much more in keeping with their own market dynamics and foreseeable planning horizons."

Gotley continues, "The solution offers a range of integrated, flexible capacity options that provide a genuine alternative to traditional property leases, and the vast investment in time and capital required for new builds. Depending on the requirements, *Occupier Solutions* can be delivered either from existing buildings or, where time permits, new bespoke facilities, built to a client's specific requirements in a location of their choice."

Terms are flexible and range from 1-5 years in an existing portfolio facility, from 3 years in an existing but non-portfolio building, and typically just 5-7 years for a build-to-order solution. All options provide a 'clean' exit with no dilapidations, legal fees or other write-offs.

To develop its *Occupier Solutions* portfolio Port@I, in association with the Government's regional development agencies, is actively acquiring new sites. These developments are all in prime locations throughout the UK and

include; South Wales, The South East, and the Midlands. These complement Port@I's existing facilities in Glasgow, Nottingham, Manchester and Rotherham.

Gotley concludes, "These land deals are hugely important as they will significantly reduce the lead time for clients to acquire a facility that is built to meet their specific requirements and simultaneously not encumber them with an enduring commitment. This will tackle a notable gap in the market and will have major advantages over the long-term leases companies usually have no option but to sign if they want a bespoke facility."

About Port@I:

Established in 2000 Port@I is part of a unique amalgamation of three 'best-of-breed' specialist companies (Cannock, Port@I and Direct Dialogue) that share similar ownership. This commonality is a critical point because it overcomes many of the difficulties and discontinuities encountered by partnerships. The core offering of this amalgam is space and infrastructure (environment, IT and telephony) on a managed service basis. Port@I term this organisational hosting or simply hosting and it allows our clients to retain ownership of their "crown jewels" such as brand custodianship, culture, people, processes, intellectual capital, business applications and, in the case of call centres, the actual interaction with customers.

Port@I have worked with a number of prestigious clients, including: HFS Loans, Barclays Bank and E.ON (Powergen).

Port@I's head office is in Birmingham and they have operational centres in Glasgow, Rotherham, Nottingham and Manchester.

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