

- PRESS RELEASE -

Bayberry and PLC Partners Win Department of Social and Family Affairs Contract

DUBLIN, Ireland - 6th March 2008 - Bayberry Consulting, in partnership with Project Life Cycle Partners (PLC Partners), has been awarded the contract to provide consultancy support for the implementation of a new integrated reconciliation solution for the Department of Social and Family Affairs (DSFA).

Bayberry is the business advisor for the project with its partner PLC Partners providing project management and project delivery consultancy. The contract to supply the integrated reconciliation solution has been awarded to Fujitsu Services.

The Department of Social & Family affairs provides a range of income supports and services to cater for the complex and often multi-faceted needs of Irish residents, workers and former workers. In 2008, DSFA expenditure is expected to reach almost €17 billion and an integral part of the accounting process in the Department is the reconciliation of some sixty two million payment transactions which are processed each year through Banks and Post Offices.

Bayberry was selected by the Department on foot of its impressive track record of working closely with a varied financial institution client base in Ireland and across the EU and for its specialised banking/reconciliation and payments industry expertise.

In addition to their expert resources and innovative approach to the delivery of business strategies, Bayberry has proven itself to be a highly professional and committed partner, and had also provided support to the Department during two earlier stages of the project that involved strategic review, business analysis, functional specification and vendor research.

This contract represents a significant win for Bayberry and PLC Partners underlining the companies' combined strength in designing, developing and delivering strategies and solutions to their customers in banking, telecoms, government and software and services.

About Bayberry www.bayberry.ie

Bayberry is a leading independent corporate advisory and management consulting firm. We work with companies to help them change by delivering growth-defining ideas and the capability to make them happen. Our team brings creativity, inspiration, and energy to help our client companies create and implement new strategies. We are distinguished by the strength of our commitment to our clients, and by our ability to turn advice into action, and action into results. Bayberry operates in four practice areas: Financial Services, Corporate Strategy, Market Development, and Regulation. Our clients include major names in Banking, Medial Device Industry, FMCG, Government, Telecoms and Software & Services.

About PLC Partners www.plcpartners.com

PLC Partners is a niche Consulting firm specializing in the management and implementation of Information Systems projects, and founded by internationally experienced project consultants who have built their reputations through successful project delivery. Each partner has over 20 years industry experience managing and delivering projects for leading mobile phone operators, multinational banks, service providers, software houses and government.

About the DSFA www.welfare.ie

The Department of Social and Family Affairs formulates appropriate social protection policies and administers and manages the delivery of statutory and non-statutory schemes and services. It is responsible for the delivery of a range of social insurance and social assistance schemes including provision for unemployment, illness, maternity, caring, widowhood, retirement and old age. Payments are made to nearly 950,000 people each week with over 1.5 million people directly benefiting from those payments.

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