

# Fresh Ideas for Pythagoras Communications

There's a new kid on the block at Maidenhead-based CRM and Business Intelligence specialists Pythagoras Communications.

And if she has her way, Pythagoras could soon be a household name – at least among the business community. Let's meet Diane Peat...

Diane was recently appointed Marketing Manager at the Berkshire firm, a role she clearly relishes: "Pythagoras has an outstanding record for quality service and customer retention" explains Diane. "The problem is, apart from our regular portfolio of established clients, hardly anyone knows about us. My job is to put Pythagoras Communications on the map".

Pythagoras Communications was launched in 1998 by Julian Stone and Colin Sherry. Julian had founded another local company, Hummingbird, in 1994 and realised that a growing enterprise needed a CRM company to support the growth. Pythagoras was launched with the aim of defining, delivering, and implementing highly effective Business Intelligence and CRM solutions.

Their client list is certainly impressive (Legal & General, P&O etc) and the company have won numerous awards for their partnerships with key players in the market. For example, 'Business Partner in Europe for Sage'. Although there's no question about the company's credentials, it's perhaps fair to say that, outside their circle of blue-chip clients,

Pythagoras are not the first company you'd think of when considering CRM or BI solutions for your organisation.

"Pythagoras Communications have a track record of working closely with clients to help them maximise their business potential," says Diane. "My role is to create more awareness and recognition, making the Pythagoras name stand out in the business community." Diane manages internal and external communications for the firm, supporting the sales team and getting closely involved in seminars and exhibitions.

She has also been charged with the task of redeveloping the company website, a result of her experience in this area. "Although the current site represents the company well, it could benefit from some re-writing" says Diane, "the aim is to make it more interactive and user-friendly. We aim to re-launch the site in September".

Bringing a new look to the company with her fresh ideas and inspiration, Diane happily embraces the core values that set Pythagoras on the road to success from the start: "Pride in delivery plus the drive to do it correctly" says Diane, "Our customers know we are dependable and deliver results – my job is to spread that message".

For more information about Pythagoras Communications contact Diane by email: [diane.peat@pythagoras.co.uk](mailto:diane.peat@pythagoras.co.uk)

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