

## UK Local Authorities set to Benefit from Latest Optevia Recruit Ex Lagan Maestro Joins MSCRM Public Sector Specialist

Proven public sector Microsoft CRM (MSCRM) reseller and integrator, Optevia, appoints ex-Lagan employee Neil Morgan as senior consultant to help UK local authorities address their complex sales, marketing and customer service needs by using Microsoft CRM (MSCRM) and Optevia's own Optevia Dynamics and Optevia Essentials software products.

With over 25 years experience in the IT industry – the majority focusing on CRM – and with significant in-house local authority IT experience, Neil will also help ensure local authorities throughout the UK – already using MSCRM – fully realise the benefits of their deployments.

“As senior consultant, Neil will undertake pre-sales work including response to tenders and will directly engage current customers and prospective local authorities by running workshops to help them and us understand their specific requirements,” says Tim Vernon, managing partner, Optevia Ltd.

“Neil will deliver CRM-based solutions tailored to individual local authorities supported by our Optevia Dynamics and Optevia Essentials software products which remove the cost & timeframe for delivering high quality, low risk Microsoft Dynamics CRM solutions. Neil will also support Optevia's sales and technical teams to deliver solutions that are right first time for customers, rapidly deployed and which good end-user adoption.”

“Optevia has an excellent reputation throughout the UK public sector and a solid, proven product set in its Optevia Dynamics and Optevia Essentials software products. I look forward to putting my local authority and CRM experience to good use and helping more local authorities realise the benefits of a MSCRM solution.”

Prior to Optevia, Neil spent five years as principal consultant with Lagan Technology Ltd. At Lagan Neil's knowledge and experience of CRM and public sector was instrumental in securing Lagan's position as the number one CRM provider to Scotland. He was a key architect of Lagan's Scotland framework agreement and was on Lagan's 'Scotland First' team – a team established to solely serve the needs of the Scottish Executive and its 32 local authorities. Under Neil's guidance, Lagan was successfully working with over 50 per cent of the local authorities in Scotland.

Before Lagan, Neil worked for Capita Software Services in pre-sales, where he supported the sales and consultancy team and assisted in the delivery of CRM solutions specifically aimed at the eGovernment/Call Centre market.

Before Capita, Neil held a senior consultancy position at SAP, where again, his knowledge of CRM was instrumental in winning a £15m Centrica contract. Neil also worked at Siebel as a senior sales consultant, using his technical knowledge and customer management experience to help support numerous significant clients including Centrica, Npower and Vodafone.

Neil began his IT career as an IT officer with Solihull Metropolitan Borough Council where he was responsible for the development and support of PC, network and UNIX systems throughout the council.

### About Optevia

Optevia is a proven, CRM reseller and integrator, dedicated to the UK and Ireland's public sector with a special focus on fire & rescue services, central government agencies and local authorities. Optevia also serves regulators and licensing & grant management organisations, including regional development agencies. Since helping launch Microsoft Dynamics CRM in January 2004, Optevia has evolved to become Microsoft's premier Dynamics CRM public sector partner successfully completing over 60 deployments. Optevia has a range of value-add sector specific Optevia Essentials software products for all of the public sector markets it serves and a range of cross sector Optevia Dynamics software products – Optevia Dynamic Audit, Optevia Dynamic Decision, Optevia Dynamic Correspondence and Optevia Dynamic Portal. These help reduce the cost & timeframe for delivering high quality, low risk Microsoft Dynamics CRM solutions. The Optevia Essentials and Optevia Dynamics software products are provided with a portfolio of supporting Optevia business analysis, design, development & deployment services, so helping ensure good end-user adoption, post implementation support, and a return on investment in Microsoft Dynamics CRM.

### About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

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