

# ACQUISITION DEEPENS POOL OF EXPERTISE

Imparta, one of the UK's largest providers of sales and marketing effectiveness services to major organisations, has added a new division by acquiring the assets of Xmonic, a specialist in key account management, for an undisclosed amount.

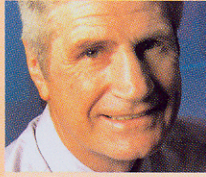
Imparta's growth has averaged 63 per cent per year for the past four years, with turnover reaching £4.2 million in 2005 and further growth expected in 2006. The company claims its success in driving quantifiable performance improvements across organisations has been built on its expertise in blending traditional training methods with advanced, technology-based training and reinforcement components. These include e-learning, simulations, skills assessment, application tools and performance/ROI measurement.

The acquisition of Xmonic brings specialist expertise in key account management to Imparta, along with a software platform called RM3. Designed to support best processes in key account management, RM3 was created as a result of experienced sales practitioners recognising account teams' need for a collaborative environment in which to develop strategy, implement plans and manage the profitability of specific accounts.

Imparta's CEO, Richard Barkey, explained, "We're delighted to be deepening our expertise in this area. Imparta's aim is to become the global supplier of choice in sales and marketing effectiveness and expanding the support we can offer clients in driving their revenue and profit performance is a key component of this strategy."

Autumn 2006 Learning Magazine News 5

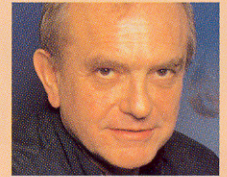
## Movers and Shakers...



Tom Harris

### Duo bring added strength to Imparta

Xmonic principals, Keith Francis and Tom Harris, have joined the team at Imparta, following Imparta's acquisition of Xmonic. Francis is appointed as Senior Consultant and Harris as Business Development Manager. Imparta, one of the UK's largest providers of sales and marketing effectiveness services to major organisations, has added specialist expertise in key account management to its services through the acquisition. Francis and Harris bring their own personal expertise and experience in sales, marketing and leadership. See full story, page 17.



Keith Francis