

## **Rhyme wins Superior Customer Service Award for 2nd Consecutive Year**

**London - June 6, 2008** - Rhyme Systems, a 3i Infotech company and a leading provider of asset management solutions, today announces it has won the Systems in the City Award for Superior Customer Service. Recognising the exceptional achievements of individuals and businesses in the financial services sector, the user nominated accolade underlines the increasing industry importance placed on developing and maintaining client relationships.

The customer services award, won for the second consecutive year, highlights Rhyme's close working relationship with its customers and underlines the benefits of its flexible working policy - 'Rhyme Way of Working'.

Chris Potts, President and CEO, 3i Infotech - Western Europe and Rhyme Systems, comments, "By adopting a flexible working policy that enables our employees to work hours that match specific client business models, our customer services team is perfectly suited to meet the exact demands of many of the City's major financial institutions. Ultimately this has helped the business to develop a series of long-standing customer relationships that deliver first class results in a personalised and open environment."

The Systems in the City Awards take place annually and recognise exceptional consultancy performance in the financial services sector. For further information, please visit – [www.systemsinthecity.co.uk](http://www.systemsinthecity.co.uk)

### **About Rhyme Systems**

Rhyme Systems is part of 3i Infotech and provides trusted, proven and effective mission-critical solutions and services to the Asset Management industry. Some clients entrust Rhyme with the provision of a fully-managed service; for many Rhyme will undertake applications support and development; and for all clients Rhyme provides progressive, effective and proven products. Rhyme's products enable asset, fund and private wealth managers to achieve maximum performance through the provision of market leading software solutions. Rhyme's products are rhymeSIGHT™, Altimis, Fiscal and Arrow.

Rhyme's clients include Barclays, Friends Provident, Coutts RBS, Rathbones, M&G, Jupiter, LCH.Clearnet and Brewin Dolphin.

3i Infotech is a global Information Technology company which provides technology solutions to customers in more than 50 countries across five continents.

Further information can be found at [www.rhymesystems.com](http://www.rhymesystems.com)

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