



Software Logistics hits the million mark for OAG Worldwide media kits

OAG Worldwide reduces costs and improves service with Software Logistics

Leading content management company distributes information updates faster worldwide using third party single source digital media, print production and distribution partner

Software Logistics has manufactured and distributed nearly one million media kits on behalf of OAG Worldwide, the travel and transport information provider, since being appointed as the company's primary service provider for CD replication, packaging and distribution. Software Logistics manages the complete process on behalf of OAG, printing and packaging the media kits as well as providing an inventory management and worldwide end-user fulfilment and returns service. In the five years since appointing Software Logistics, OAG claims significant savings in production and distribution costs.

Updates to OAG's specialist travel and transport information are issued on CD ROMs replicated by Software Logistics, who provide turnarounds on disk distribution of between two and four days. The disks are sent to OAG's business and consumer clients worldwide. Software Logistics also provides a suite of integrated back-end services including a time critical database, distribution and returns management. Managing the initiative through a single source partner enables OAG to distribute products worldwide to clients faster and with greater accuracy.

David Brown, Distribution Manager at OAG Worldwide commented: "Since we contracted Software Logistics to manage our media replication and distribution we have reduced our cost base significantly.

"More importantly, Software Logistics provides us with a total service accommodating all of our monthly requirements - however complex and urgent there is always a ready solution. This has enabled us to focus on product development and marketing which has yielded significant benefits for our organisation."

Barry Hurley, Managing Director of Software Logistics said, "Companies like OAG have a requirement to design, print and package media to a wide audience on a regular basis, but often do not have the infrastructure or resource to manage the whole process as cost effectively as they would like. Software Logistics specialises in managing the entire process, including the fulfilment and returns, reducing costs and freeing up valuable resource in organisations enabling them to focus on their core business."

About Software Logistics

Founded in 1993 Software Logistics provides single source design, print and distribution services to clients with a requirement to package and distribute digital and printed material to a wide audience. Projects range from simple print and media production to complex multi-part packages across clients that include multi-national companies, publishers and Central Government departments.

For more information visit www.softwarelogistics.com

Or contact: Barry Hurley
Managing Director,
Software Logistics
T: 01494 455544
E: bhurley@softwarelogistics.com

Or Mary Phillips/Andreina West
PR Artistry Limited
T: 01491 636191
E: mary@pra-ltd.co.uk

About OAG Worldwide

OAG is a global content management company specializing in travel and transport. It is a private company with over 450 staff based in Europe, America and Asia, serving business and consumer customers via three regional and nine local offices and a wide distributor network.

OAG holds a breadth of travel related content and is known for its airline schedules database, which holds flight details for 1000 airlines and more than 3000 airports and is updated around once every ten seconds.

OAG provides a suite of technology applications to aid data management, distribution, display and analysis. These include internet timetable and status displays for airports, airlines, travel-related websites and e-portals; PDA applications; cargo routing and itinerary building tools; and phone-based flight search and alert services.

OAG Consumer products include: OAG Travel & Flight Planners, Executive Flight Guide, OAG express, OAG Flight-Finder and OAG*flights*.
For more information, please visit: www.oag.com