

PRESS RELEASE

INDIGOBLUE SUPPORTS THE GUARDIAN

IndigoBlue, one of the UK's leading consultancies specialising in Agile Management, is working with the Guardian to help manage the migration and re-design of the Guardian Unlimited network to a new platform. IndigoBlue has provided the Guardian with a senior Programme Manager and a lead Business Analyst specialising in Agile Management techniques, to help manage the site development, incremental roll out and overall project delivery.

Tom Turcan, General Manager of Guardian Unlimited, said, "Guardian Unlimited is already the UK's most popular newspaper website. We are now in the process of upgrading our technical environment to offer an even better experience for our users and we needed the support of an experienced and committed external partner to help us deliver our vision in a controlled manner."

IndigoBlue was initially engaged by the Guardian to provide an audit of the planning, management and reporting of the first phase of the project and was subsequently asked to provide programme management services across the many elements of the transformation programme.

IndigoBlue aims to ensure that IT aligns with the business as strategic requirements evolve over time. Agile management is the evolution of traditional project management techniques to recognise and encompass the change inherent within business. Agile allows IT to align closely with the business strategy as it evolves and develops.

"Agile techniques have given us greater flexibility than large programmes traditionally allow," commented Turcan. "demonstrating steady delivery against business objectives."

The Guardian has used IndigoBlue's ADAPT tracking software for managing and controlling requirements and delivery aspects of the Agile projects. Currently, all programme milestones have been met, on time and within budget. IndigoBlue's programme management expertise has complemented the Guardian's own deep sector knowledge and technical partner's strong development capabilities.

Nigel Kneill, Programme Manager, IndigoBlue, commented, "This has been an exciting and challenging project, and we have shown that following an Agile approach delivers significant advantages in terms of early return on investment, increased quality and improved fitness for purpose. The mixed team using IndigoBlue, the Guardian and ThoughtWorks (providing the development and delivery assurance team) works very well, allowing each partner's industry leading skill set to be utilised in the optimum way."

About The Guardian

The Guardian launched its network of websites, Guardian Unlimited, in 1999 and is recognised as the UK's most popular newspaper website. For the past three years Guardian Unlimited has been voted the best newspaper on the web at the 2007 Webby Awards. Guardian Unlimited recorded record traffic of 16.7 million unique users in September 2007 (ABCe). The highest ever monthly user figure for a UK newspaper site.

About IndigoBlue

IndigoBlue is one of the leading consultancies in the UK focused on Agile management. We provide management and development services that enable our customers to achieve maximum advantage from IT. IndigoBlue's business is focused on strategic IT management and on the transition of companies and IT departments to the effective and self-sustainable use of Agile processes. All our consultants are graduates with between 10 and 20 years experience and have held senior IT management positions in either programme or IT divisional management.

Our customers range from the largest blue chip organisations to small specialist groups, in both the public and private sector and across a diverse industry range. More information can be found at: www.indigoblue.co.uk

For further information, please contact:

Jason Smith
IndigoBlue
Tel: + 44 (0) 0207 692 4832
Email: Jason.smith@indigoblue.co.uk

Julie Taylor
The Guardian
Tel: + 44 (0) 207 713 4087
Email: Julie.taylor@guardian.co.uk

Kim Squire
Media Reach Ltd. (for IndigoBlue)
Tel: 0870 7000 166
Email: kim@mediareach.net