

14 October 2020

Idox plc

('Idox' or the 'Group' or the 'Company')

Idox Announces Rebrand and Recent Progress with Idox Cloud

A new look for Idox

Idox plc (AIM: IDOX), a leading supplier of specialist information management software and solutions to the public and asset-intensive sectors, has successfully launched a new brand identity, completing the operational consolidation and integration efforts over the last two years.

Having added various historical brands through acquisition over the past decade, the rebrand has allowed Idox to bring together its strong software portfolio into a single, powerful brand and create a clearer market proposition as the leader in Public Sector Software.

The changes see a full refresh across the organisation's brand including a new logo, website and suite of marketing collateral, marking a key milestone in the transformation of Idox and providing clarity of purpose to our colleagues, customers, and other partners.

Jonathan Legdon, Chief Operating Officer of Idox, said:

"Our new website consolidates our online presence and will make it easier for our customers to navigate the full range of services on offer. It provides a strong foundation for our future marketing activity and will facilitate cross-selling of our software solutions. Our new brand proposition is expressed in the strapline. 'Idox. Do more.' We are looking to capitalise further on our recent momentum by investing in an integrated marketing and thought leadership programme, with the goal of reinforcing the benefits that Idox brings in our core markets."

Continued progress for Idox Cloud

Idox Cloud (formerly Tascomi, acquired in August 2019), continues to drive and accelerate digital transformation, both within its core Local Authority markets and broader Public Sector engagements. The platform has allowed Idox to add cloud deployment to existing product sets, bringing digital transformation to existing and prospective public sector customers across the UK.

Idox recently won a contract with the *Public Protection Partnership* - a shared service provided by Bracknell Forest Council, West Berkshire District Council and Wokingham Borough Council - following a competitive tender process. The solution will allow the Partnership's citizens to access market leading applications from any location and from any approved device. Further successes include contracts with *Wiltshire Council* and *Wirral Council* to deliver Public Protection and Built Environment solutions.

David Meaden, Chief Executive Officer of Idox added:

"As councils look to digital transformation more rapidly in a post Covid-19 world, we are seeing positive results from our strategic acquisition of Tascomi last year. Our ability to implement remote working and move to cloud solutions has reaffirmed our role as trusted partner to our public sector customers. The recent wins highlight this, and we are excited about what the future holds for Idox Cloud."

-Ends-

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About Idox plc

For more information see [@Idoxgroup](http://www.idoxplc.com)

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