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Infinite forges new links

Infinite (UK) Ltd is pleased to announce its new partnership with Will Murray of Murray Murray, one of the UK's leading business relationship experts and author of Brand Storm and Corporate Denial.

Oscar Vickerman, Managing Director of Infinite (UK) Ltd said, *"We are delighted to welcome Murray Murray into the Infinite fold. Their expertise in helping organisations define exactly what they want to achieve is second to none. We have already worked together on two major clients Becta and Skills for Logistics and the benefits have been outstanding."*

Recent research conducted in conjunction with the launch of Corporate Denial, highlighted lack of clarity when implementing new IT solutions as a major cause of IT solution failure. Working together Infinite has been able to employ proven relationship and process mapping techniques to define end-user expectations and priorities, transforming the briefing process and dramatically improving project success and end-user benefits.

Commenting on the new partnership Will Murray said *"Having spent so much time helping organisations get their vision and culture right it is fantastic to be able to follow things right through to solution implementation. I have been so impressed at the integrity and innovation that Infinite engender when working with clients. It is a breath of fresh air."*

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