



a network
of talent

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because success
depends on people



Other case studies

- Thomson Financial outsourcing
- Dell intranet development
- Cashtec website development
- Thomson Financial microsite build
- T-Mobile intranet navigation
- T-Mobile intranet re-branding
- Toyota Europe brand guidelines
- Virgin Trains online media room
- Friends Provident content provision

Contact us: **020 7831 5656**

Virgin Trains online media room

The e33 team built the UK's first online media centre for a train operator.



Virgin Trains is the UK's only national operator, with more routes than any other company.

The client needed to deal with its press enquiries more efficiently and ease the load on its busy press office. The cost of handling day-to-day enquiries had outweighed the value of using live operators.

e33 delivered an online press office that automates a wide range of tasks with a content management system for instant and easy updating.

Results

The e33 solution included registration to give accredited journalists access to embargoed press releases. We also made provision for emergency messages and bulk emailing to registered press and public users as well as facilities for full video streaming.

What the client says

"The design of the system is efficient and eye-catching, and the implementation was smooth and easy for us."

- Tom Everett, Corporate Affairs Officer, Virgin trains