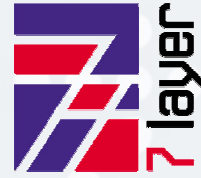


## 7 Layer Solutions Limited

17 St. Georges Road  
Cheltenham  
GL50 3DT  
Tel: 01242 225520  
[www.7layer.net](http://www.7layer.net)



**WARWICK**  
BUSINESS SCHOOL

### Commercial Collegiate Collaboration

Date: May 2009

**7 Layer Solutions** proudly boasts three graduates on its staff from the prestigious and well respected **University of Warwick Business School** and is delighted to be instrumental in helping prepare students transitioning from academia to business life.

Joining forces with Dr. David Finnegan MBA D. Phil., Business Systems Integration Specialist, Corporate Director BTLM and Assistant Professor ISM, Lee Maisner, **7 Layer's** Managing Director and one of the Business School graduates himself, has been involved in a number of projects that Dr. Finnegan has initiated with his MBA, BSc and ISM students. Together they have pioneered various modules in order to inject a more practical, commercially aware and 'real world' element into the student's course work. Applying the lecture theory and models in the work place environment is far more useful to the students and vital to their development in preparation for tasks they will face in employment. In the current climate, both parties feel it is crucial that today's graduates receive the most useful and practical experience possible to assist them in securing fulfilling and worthwhile jobs in the future.

Most recently ten undergraduates participated in a project to devise a strategy applying the theories of CRM to **7 Layer**. The teams were divided into three groups and allocated specific sales, marketing or service related exercises. Each group was mentored by the corresponding **7 Layer** employee, with overall theoretical guidance underpinned by Dr. Finnegan. They were advised to work together, integrating their solution proposals as a total contingent, but also had to produce a report and presentation on both a team and individual level in order to comply with university guidelines. The course culminated in a Dragon's Den style forum in which the teams presented their solutions to a number of high level WBS staff and the relevant **7 Layer** managers. The winning team were presented with portable DVD players.

Tracy Kennish, **7 Layer's** relatively newly appointed Marketing Manager and also a combined Business Studies and German WBS graduate, was enthusiastic about the experience: 'Having only been with the company a very short time when this project was initiated, I personally gained a great deal from the student interaction and mentor role. It helped me to clarify my thoughts on key strategic focus and gave me some insight on how to best channel company resources and my efforts for maximum effect. It was also rewarding to know that, as individuals and as a company, we are proactively contributing to a commercially valuable transitional process.'

The exercise was considered to be a novel, positive and worthwhile experience by all participants. Furthermore, elements of the proposed solutions are being reviewed and ideas highlighted for consideration with a view to possible implementation within **7 Layer**.

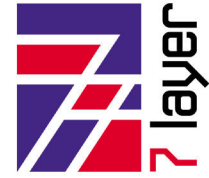
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Custom Development Solutions  
Mobility Solutions



Press Release... Press Release... Press Release... Press Release... Press Release...



Needless to say, the relationship has been both mutually beneficial and rewarding on so many levels. This year **7 Layer** employed a new Business Analyst, Anjalie Nawaratne. Anjalie successfully completed a 3 month summer placement at **7 Layer**, impressed staff and management so much with her capacity to acquire and apply complex cash logistics processes that, after she finished her Warwick MSc qualification in Information Systems and Management, they decided to retain her services. Long may the collaboration continue in revolutionising the passage of successors on their path into the commercial world.

### About **7 Layer Solutions**

**7 Layer Solutions** is a specialist software house focussed on the development and delivery of robust and innovative solutions to the cash logistics industry.

The company has undertaken contracts for banks, security companies, suppliers of cash processing systems and commercial companies, including some of the industry's best known names. We are used to working on commercially sensitive business projects where maintenance of security and confidentiality are essential.

We act as a developer of products for other companies, working closely with the in-house client facing teams to design, develop, deliver and support the software solutions needed by end client organisations such as retailers, commercial banks, cash centres and central banks. We also develop our own range of niche products that we distribute through specialist suppliers of services to the cash logistics industry. The skill set and experience of its staff are such that **7 Layer Solutions** are able to assume responsibility for existing applications, for stabilisation and maintenance, or build new solutions straight from the business requirements. **7 Layer** is able to engage in a software project at any stage from initial concept definition through to deployment.

#### For more information contact:

Tracy Kennish, Marketing Manager  
Tel: +44 (0)1242 225520  
Email: tracy.kennish@7Layer.net

### About Warwick Business School

Warwick Business School is a leading thought-developer and innovator, in the **top one per cent** of global business schools. Students come from 147 countries to learn at undergraduate, masters, MBA and PhD level. WBS educates and develops global citizens, and promotes new knowledge to benefit business and society, through its executive education and applied research. Consistently top-rated for teaching quality and research, WBS means business.

WBS consults with industry to keep its programmes fresh, relevant and accessible. The fact that many of its 24,500 graduates return for further study at WBS later in their career demonstrates the effective **blend of academic research with the practicalities of the workplace**. Learning by sharing experience and insight is key to the student experience.

#### For Warwick Business School information contact:

Tel: +44 (0)24 7652 4306, Email: enquiries@wbs.ac.uk

#### For WBS Media information contact:

Vin Hammersley Director of Communications Diana Holton Press Information Officer  
Tel: +44 (0)24 7652 4124 Email: Vin.Hammersley@wbs.ac.uk Tel: +44 (0)24 7652 2985 Email: Diana.Holton@wbs.ac.uk