

# Web Partnership Scheme



NCC Group is one of the world's leading independent providers of IT assurance, security and consultancy services to over 15,000 clients globally in both the public- and private-sectors.

An Escrow Solution is the holding of business-critical material, or intellectual property, by an independent third-party - such as NCC Group - under an Escrow agreement. Escrow Solutions provide customers with the assurance that if a key supplier's business should fail, or they are unable to maintain their contractual obligations, the material can be accessed and released both safely and quickly - assuring their business continuity.

NCC Group currently provides Escrow Solutions to 92 of the FTSE 100 companies and we are the market leader in our field.

We are pleased to offer you the opportunity to place a link to our Web site, along with a company profile and/or logo on your Web site, to demonstrate to your existing and potential customers that you comply with industry best practice and hold an NCC Group Escrow Solution. The link will take visitors from your Web site through to our Escrow Solutions homepage, so your customers can find out more about Escrow and how it protects their organisation for the future.

In return, your organisation will be featured on our Web site as a NCC Group Web partner, along with your logo and a link to your Web site. All you need to do is provide your account manager with your logo, URL for the link to your Web site and a 50 word profile, which will be placed in the 'Clients' section of our Web site. This can be viewed at <http://www.nccgroup.com/clients/partners-list.aspx>.

The Web Partnership Scheme (also known as reciprocal linking) is a mutually beneficial way to increase our site rankings with the search engines. The Google Webmaster Guidelines state that 'webmasters can improve the rank of their sites by increasing the number of high-quality sites that link to their pages'.

## Key benefits of the scheme

- Demonstrates a strong, long-term business relationship between you as the supplier, and existing and potential customers
- Offers piece of mind and instils confidence in customers
- Enhances a responsible and reputable company image
- Promotes best practice
- Provides an edge over competitors
- Mutually beneficial to both parties organic search engine rankings

## What to do next

1. Add the following text and link to the appropriate section of your Web site:

We are working with NCC Group, a leading provider of Escrow Solutions, to offer our customers the peace of mind of an Escrow Solution. An Escrow Solution is a specialised form of assurance, where any business critical application or material can be securely deposited with NCC Group. We offer this facility in order to demonstrate both our commitment to corporate governance best practice and to building long term relationships with our customers.

Please click on the link to find out more about [Software Escrow Solutions](http://www.nccgroup.com/services/escrow-solutions/software-escrow-services.aspx) and NCC Group.

2. Once the link to our Web site is up and running, e-mail your company logo, URL and a brief profile (no more than 50 - 100 words) to your designated account manager and we'll do the rest.

## If you'd like any help...

If you need any help with any of the above, then please contact our Marketing team directly on +44 (0)161 209 5463 or [marketing@nccgroup.com](mailto:marketing@nccgroup.com).

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