



## Finastra named a Business Superbrand for 2019 8 April 2019

Annual ranking recognizes the UK's strongest B2B brands

London, UK, April 8, 2019 – Finastra has been named in the UK Business Superbrands list for 2019, for the fourth year in a row (listed as Misys in 2016 and 2017). The ranking, which has been tracking the UK's leading business- to-business (B2B) brands since 2001, recognizes the company for quality, reliability and distinction.

The Business Superbrands survey evaluated around 1,600 brands across 63 industry categories. Only the most highly-regarded brands from each category are awarded Superbrand status. The research process was managed by The Centre for Brand Analysis (TCBA), following a voting process involving 2,500 UK business professionals, supplemented by an expert council comprising 24 senior business-to-business marketing leaders.

Nicola Hamilton, Senior Director, Brand and Communications at Finastra said, "The founding values of our brand are very much future-focused as evidenced by our strapline 'The future of finance is open'. We have built our brand around being innovative, collaborative and open – attributes that are increasingly important with everything that is happening in the financial services market around digitalization and the rise of challenger banks. It is great to be recognized by Superbrands for our work, made possible by our 10,000+ employees and 8,500 customers."

Stephen Cheliotis, CEO of The Centre for Brand Analysis (TCBA) and Chairman of Superbrands comments: "In unsettled times, businesses that are well-regarded and possess a positive reputation benefit from competitive advantage over weaker branded rivals, providing greater immunity against short-term market volatility. Being perceived by buyers and influencers as a leading Business Superbrand is a positive business signal, while also recognition of the hard-work and dedication of the employees of each business attaining Superbrands status."

You can view the Finastra Superbrands profile page [here](#). A full list of the 2019 Superbrands can be found [here](#).  
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