



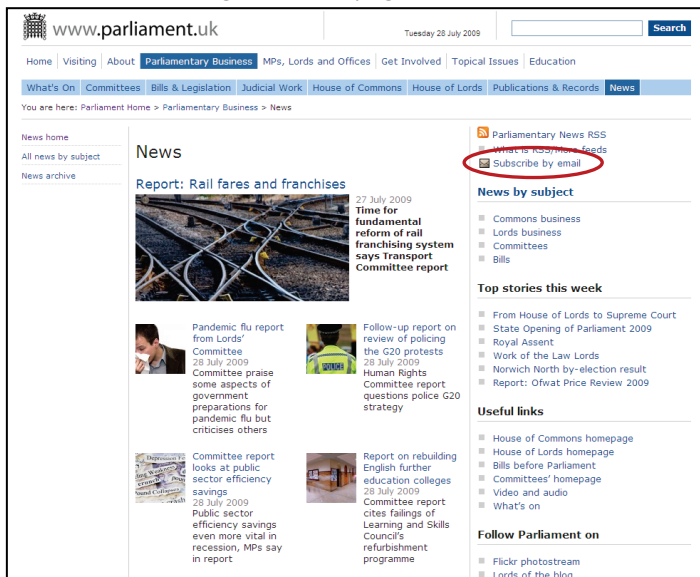
The United Kingdom Parliament is one of the oldest representative assemblies in the world. Among Parliament's other duties of making laws and debating the major issues of the day, it strives to keep citizens well informed. Parliament turned to GovDelivery® Digital Subscription Management to further its mission to improve communication with citizens in a cost-effective and efficient manner.

PARLIAMENT'S NEEDS

1. Allow citizens to subscribe to email updates from both Houses of Parliament through a single system.
2. Offer email subscriptions to a wide range of content in order to cater to diverse needs and interests of citizens.
3. Deploy an automated system to prevent administrative burden.
4. Offer a system with no vendor branding (i.e., no logos or links with the vendor name).

SOLUTION

Parliament selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.



Web visitors click on links located throughout the site to register to receive specific email alerts on more than 95 different topics.

U.K. citizens are 5 times more likely to use email than to access government information and services online.

-U.K. Office for National Statistics

RESULTS



Since launching GovDelivery (Jan. 2005) Parliament has:

- Obtained more than **352,000 total subscriptions** to website content.
- Sent out nearly **49.96 million emails** telling subscribers of updated website information.
- Signed-up more than **30,100 subscribers**.
- Gained the ability to communicate effectively with citizens.
- Incorporated specific subscription items including:
 - Draft Bills Before Parliament
 - European Union Committee Press Notices
 - Future Judicial Business
 - News About Parliament

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GovDelivery, Inc. is the world's leading provider of government-to-citizen email and wireless communication solutions designed specifically for the public sector and is used by organisations worldwide, including the U.K. Parliament, Norwich City Council (U.K.), U.S. Departments of Labor, State, Agriculture, and Commerce, Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



www.govdelivery.com | email info@govdelivery.com
 call U.S. 866-276-5583 | D.C. (202) 407-7500 | U.K. 0800 032 5769