

For Release January 14, 2019

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From Scotland to South Carolina: docs24 Intent on Customizing, Revolutionizing Marketing Solutions with Addition of North American Operations in Greenville County, SC

Agile marketing, business content and brand management solution provider assists organizations globally by enhancing quality, ensuring consistency, improving efficiency of mission-critical messaging

GREENVILLE, S.C. – January 14, 2019 – Edinburgh, Scotland-based **docs24**, a provider of a revolutionary online marketing, business content and brand management platform for organizations of all sizes and types, has established its first North American sales and customer service office in Greenville County, South Carolina. The company's major financial investment is projected to create "double digit" new positions over the next five years.



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The gateway to **smarter thinking**

And while **docs24**'s North American launch office in the **Endeavor Creative Collaborative** facility in downtown Greenville is modest when measured in square feet, the size and scope of the team's ideas and its potential to be a disruptive force in brand marketing and management may soon be felt across many state and country borders, its leaders suggest.



"Simply put, **docs24** is the most agile marketing, business content and brand management platform available anywhere today – one capable of enhancing message quality, streamlining processes and delivering savings of time and money to participating organizations on a 24/7/365 basis," said Jim Rae, Chief Executive Officer for **docs24**. "For an organization that seeks simple, efficient and tailored management of their business and brand, **docs24** gets global and local teams on the same page, speeding powerful and consistent content to the right audience at the right time anywhere."

Already, the proprietary **docs24** online platform has been vetted and proven with organizations across Europe, achieving acclaim and success in such industries as consumer products, hardware, financial services, healthcare, retail and hospitality, Mr. Rae noted. Organizations

which need to create high volumes of customized marketing and sales materials, or which sell or distribute in multiple markets or segments and which find customization of such efforts costly and time-consuming, are ideal candidates for the **docs24** solution, he added.

Central to its North American launch, **docs24** has added **Ian Stewart** as Sales Manager to lead the growth of the **docs24** presence in North America and be based out of the new Greenville office. A second employee will be in place by the end of January 2019.



The company's proprietary platform technologies coupled with an organizational passion for service excellence combine to allow **docs24** to deliver custom solutions for such clients as **IQVIA**, Standard Life Investments and Howdens (a 750 branch home improvement business with annual revenues of \$1.7 billion), among others. It is the organization's ability to affordably provide a state-of-the-art solution to almost any size organization – saving its customers significant amounts of time and money while ensuring brand consistency -- that sets it apart from all other providers, big or small, said Mr. Rae.

"Our mission at **docs24** is to provide exceptional and innovative products, superior marketing capability and exceptional customer service to help our clients achieve even higher levels of success," said Mr. Rae. "We searched across North America for precisely the right location to launch our North American presence from, and have been very pleased with our experience from Day One in Greenville County and South Carolina. We appreciate the support of the [Greenville Area Development Corporation](#), the Upstate Alliance, City of Greenville and all who assisted in making our announcement a reality."

"We're proud to celebrate any time a company selects Greenville County to expand into," said H.G. "Butch" Kirven, Chairman of Greenville County Council and a director of the [Greenville Area Development Corporation](#). "We welcome a leading-edge technology organization like **docs24** to our community, and wish them continued success as they expand their footprint and customer base across North America."

Based in Edinburgh, Scotland, **docs24** launched in 2013 and quickly found strong acceptance with multi-location organizations across Europe. The company's leadership team is currently all Edinburgh based, has nearly 15 employees, and has achieved international recognition for its solutions.

"Many community partners came together to support **docs24** in coming to the Upstate, and this investment is another example of our region's ability to welcome landing pad projects with future growth potential," said John Lummus, President and CEO of the Upstate SC Alliance. "We look forward to seeing this international firm expand in North America."

"**docs24** is a great example of a company combining leading edge technology with the Upstate's exceptional talent base to advance their business," said Mayor Knox White of the City of Greenville. "By combining customer insight and exceptional innovation, **docs24** showcases Greenville's collaborative and welcoming environment for global organizations seeking to do business across North America."

Hiring for select positions with **docs24** will be announced online early in 2019, Mr. Rae added. Interested applicants should visit www.docs24.co.uk for additional details and to apply.

The Greenville Area Development Corporation is a non-profit organization established by Greenville County Council to promote and enhance the economic growth and development of Greenville County. Since its founding in 2001, GADC efforts have resulted in the creation of more than 23,000 new jobs and more than \$4 billion in capital investment in Greenville County, SC. To learn more, please visit www.goGADC.com or call [\(864\) 235-2008](tel:8642352008).