

## CASE STUDY



### ORGANIZATION:

Afristoricals Calendars Ltd,  
[www.afristoricals.com](http://www.afristoricals.com)

Afristorical Calendars Ltd believes education is the key to promote racial harmony and tolerance in today's society. We are the only business in the UK to highlight historical achievements and events from an African perspective in this unique way.

### INDUSTRY:

Web

### CHALLENGE:

Afristoricals Calendars Ltd had been organizing their work using print publishing only. They were curious to find a new, more dynamic way of delivering their information to a wide range of users.

### SOLUTION:

DeskAlerts was selected as a centralized method to interact with web clients.

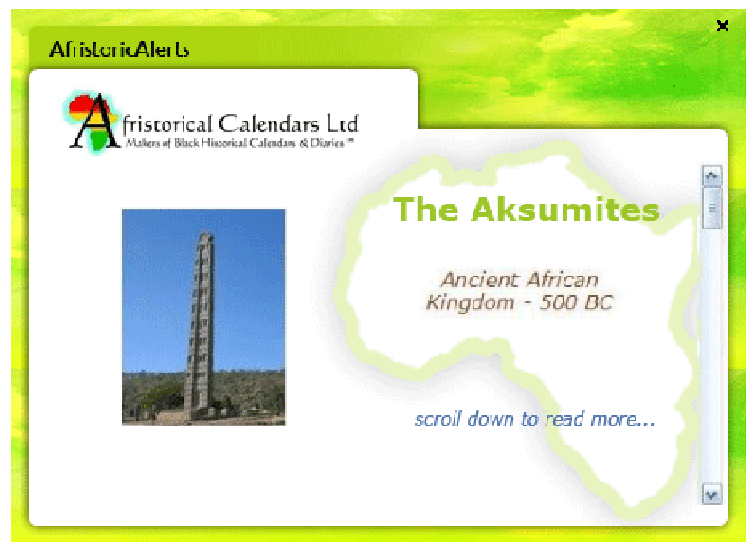
### BENEFITS:

DeskAlerts exceeded the customer's expectations and gives them more scope to expand on their current services. Afristoricals Calendars Ltd greatly benefited from being able to inform their subscribers easily.

DeskAlerts was chosen as a desktop delivery product that allows sending historical messages to all subscribers of AfristoricalAlerts.

### *AfristoricalAlerts*

- *Stylish and informative, daily desktop alerts of significant achievements and facts*
- *Includes images, videos and links*
- *Download now for annual subscription*



***“DeskAlerts is a lot more easier to understand and very user friendly. It helps me communicate to my customers. ... building up a marketing campaign.”***

***Celine Akigwe***



Web site: <http://www.deskalerts.com>  
E-mail: [sales@deskalerts.com](mailto:sales@deskalerts.com)

DeskAlerts is a content management system at the same time. It's used to create, edit, manage, search and deliver different kinds of information instantly with very little effort.