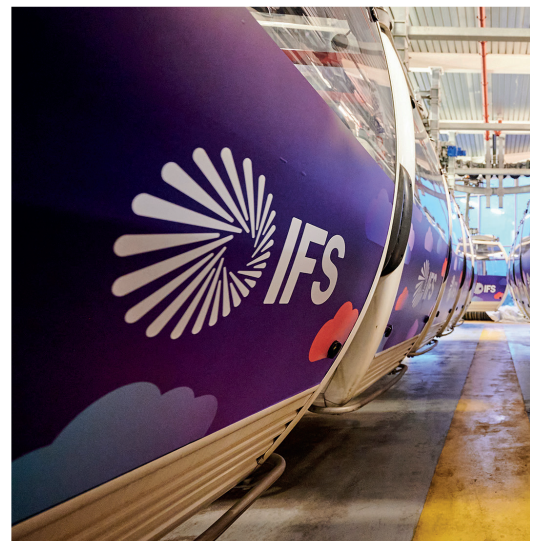




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IFS Cloud Cable Car Launch

BY GIACOMO LEE



October saw the London Cable Car renamed to the **IFS Cloud Cable Car**, with ERP Today attending the launch of IFS' biggest brand activation to date at London's City Hall. The government building is within a moment's reach of the newly rebranded IFS Cloud Royal Docks terminal for the service. Readers will likely be intrigued to know two stops on the London transport network are now named after one of enterprise technology's biggest names.

Of course, not everyone lives like us in the enterprise tech bubble. Traipsing the spacey, radiant environment of City Hall, I found myself giving one journalist a potted history of enterprise tech's newest star. Luckily though, IFS has anticipated this, with the whole cable car endeavour very much part of the company's plans for more brand awareness.

"(For) consumers who want to do a TikTok video, and equally for business commuters, we want to show how we're helping...(customers) use our

software in the cloud," says Oliver Pilgerstorfer, chief marketing officer at IFS, as we share a cabin ride over the River Thames.

It's a shrewd move. The five-year contract is worth up to £2.1m, with a two-year break clause included in the new deal with **Transport for London (TfL)**. It's also not an entirely random choice of branding. IFS software helps power TfL's barriers across the capital; the company's signature tones also nicely match with those of the Elizabeth Line, which can be found