



**VeriPark is a global solutions provider with headquarters in United States and offices around the world. VeriPark helps businesses to enhance customer acquisition, retention & cross-sell capabilities by providing proven, secure and scalable tools – all of which leverage the power of Azure.**

VeriPark has a long association with *The Record*, promoting its brand and driving the editorial agenda with feature commentary, thought-leader perspectives, case studies & news items. We spoke with VeriPark's marketing executive [Irem Dincer](#) about this enduring partnership:

***Does The Record meet your expectations?***

It absolutely meets our expectations. Through *The Record* we are able to reach our target audience effectively and engage them both with traditional brand marketing and more the innovative 'deep dive' of content submission.

***How does the team at Tudor Rose make this a positive experience for you?***

Everybody in the team is great to work with. Any queries we have are responded to right away and the magazine's editorial staff are extremely easy to work alongside when creating articles or viewpoints.

***What have you been most impressed with?***

The magazine's writers have an extensive knowledge of the content we provide and the industries we serve, ensuring that VeriPark is consistently presented to readers of *The Record* in the most expansive and appealing way possible.

***What plans do you have to use our solution in the future?***

We will continue to work with *The Record* in the future and look forward having this platform play a part in our global marketing activity by having articles and viewpoints published regularly. We're looking forward to further leveraging *The Record*'s digital channels, which I'm positive we can use more effectively. With this in mind, we're eager to play more of a role in the monthly newsletter and the social media which the team curates, to further drive or digital presence.

***Based on your experience, how likely are you to recommend The Record to others?***

We'd definitely recommend it!

**Find out more about VeriPark at the company's website: [www.veripark.com](http://www.veripark.com).**

*The magazine's writers have an extensive knowledge of the content we provide and the industries we serve, ensuring that VeriPark is consistently presented to readers of The Record in the most appealing way possible.*

**Irem Dincer, Marketing Executive VeriPark**