



## CRM play returns dividends for Markinson

### *Tops off a year of aggressive expansion with double win at Sage Business Partner Awards*

**Brisbane** – [Markinson](#), a specialist business software provider to small and mid sized businesses (SMBs), was recognised for its outstanding customer service and sales efforts at the 2010 Sage Business Partner Awards, winning Highest Customer Satisfaction and Highest Revenue for Sage SalesLogix CRM in Australasia.

Sage Business Partner Awards recognise top performing partners across Sage's partner community in Australia, New Zealand and the Pacific Islands.

The awards top off a year of strong growth and expansion for Markinson as the company makes an aggressive play in the CRM solutions space. In the 12 months to November 2010, Markinson made three acquisitions<sup>1</sup>, adding 214 clients, four additional offices – two of which are in New Zealand - and doubling staff numbers. The company is predicting revenue growth in excess of 20% for financial year 2010/2011.

Reflecting on the company's performance, Chief Executive Officer Ian Whiting says 2010 was about putting in place the foundations for growth.

"Our goal is to be recognised as one of the top providers of CRM solutions in Australia and New Zealand. We saw the opportunity to build our CRM proposition and made a strong play through acquisitions, strengthening our partner network and solutions suite. We now have in place a solid CRM business to move forward," said Whiting.

Whiting adds that all acquisitions were funded from the company's cash reserves, with strong sales growth and working closely with partners such as Sage, key factors underpinning the company's performance.

This is the second year running that Markinson has accepted the Highest Revenue Award at the Sage Business Partner Awards, and is a significant achievement for a business that prides itself in fostering collaborative relationships with customers and partners.

Commenting on the awards, Whiting said, "Winning this is a great achievement and the result of a strong three-way partnership; working hand-in-hand with our clients and Sage."

The company has recently signed on two new clients to the Sage CRM platform, All Crash Parts and MT Data – the largest suppliers of GPS Tracking and Fleet Management Solutions in Australia.

"Sage SalesLogix CRM provides the flexibility and depth of functionality to scale with a business as it grows. Our job is to work with clients to ensure the delivery of a complete business solution, using CRM as an engine and starting point for further development work as their needs and business evolves," said Whiting

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## MEDIA CONTACT

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## ABOUT MARKINSON

Markinson is a privately owned Australian company that provides business software solutions to a range of key industries throughout Australia and New Zealand. For more than 20 years, Markinson has pioneered a wide range of focused solutions to help customers achieve their business goals. The Company employs more than 70 individuals and services over 450 customers throughout Australasia.

For more information: [www.markinson.com.au](http://www.markinson.com.au)

<sup>1</sup> Acquisitions include New Zealand IT services provider, Zeron, CRM arm of sales training business Acuere, Australian & New Zealand CRM/BPM specialist, Adexio