

Press release: 19th August 2010

Markinson recognised for CRM achievements

Wins Partnering of the Year at Microsoft NZ Partner Awards

Auckland, New Zealand – [Markinson](#), a specialist business software provider to mid sized businesses, was last night recognised for its outstanding work in building and deploying Microsoft Dynamics CRM solutions, winning Partnering of the Year at the 2010 Microsoft NZ Partner Awards.

Markinson received the award in recognition of its work for Orb Communications, New Zealand's largest independent telecommunications retailer. Working in partnership with Appserv, the award winning solution includes custom entities to capture customer, service contract and customer/product relationships. This capability allows Orb to obtain an instant, 360-degree view of any customer at any time in any location and enhances customer service. The solution is hosted with Appserv, which ensures excellent country-wide performance via both web browser and Outlook interfaces.

According to Matt Evans, general manager sales & marketing at Orb, the solution has improved the company's ability to cross-sell and has already delivered measurable sales wins.

"We are thrilled with the results and are already seeing a return on our investment with improved retention rates, reduced call to sale times and faster customer support. Markinson and Appserv's approach has been very professional, dedicated and honest. In our book they are worthy winners of the award," said Evans.

Commenting on the win, Ian Whiting, chief executive officer at Markinson said, "We're extremely proud of our success and value our strong working partnership with Appserv. We look forward to building upon our relationship with them in future proposals."

Whiting believes Microsoft Dynamics CRM provides the flexibility and depth of functionality businesses need to scale, making it the ideal solution to deliver against a business' needs and enable them to quantify and benefit from a fast return on investment. He points to the company's work with Orb as a compelling real life example of best practice in CRM that continues to bring unprecedented benefits to the customer.

The awards cap a big year for Markinson with the company ramping up growth with three CRM acquisitions¹ as well as strengthening its partner network to support the delivery of leading edge solutions to its customers.

The company with offices in Auckland and Wellington is rapidly growing its presence in New Zealand and predicts revenues from their New Zealand operations to grow by 30-50 percent this financial year. Clients include Orb Communications, Ministry of Womens' Affairs, Qualmark, Fletcher Aluminium, Healthlink, Nuplex and Woosh Wireless.

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FOR EDITORS

1. Markinson acquired New Zealand IT services provider, Zeron in May 2010; CRM arm of sales training business Acuere in March 2010; and Australian and New Zealand CRM / BPM specialist Adexio in November 2009. Link to media releases <http://markinson.co.nz/news>
2. A case study on Markinson's work with Orb Communications can be downloaded at <http://markinson.co.nz/news>

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ABOUT MARKINSON

Markinson is a privately owned 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 75 individuals and services over 450 customers throughout Australasia. For more information: www.markinson.co.nz

ABOUT APPSERV

Appserv is New Zealand's longest standing focused 'IT as a Service' provider and leading Software as a Service provider. Appserv has built its reputation servicing a wide range of organisations, including lawyers, healthcare companies, crown entities, importers, service agents, manufacturers, professional services, not-for-profit organisations and retailers. For more information: www.appserv.co.nz

ABOUT ORB COMMUNICATIONS

Orb Communications is New Zealand's largest network of independent telecommunications retailers, selling to consumers, SMEs and corporations for the Telecom brand. For more information: www.orb.co.nz