

*Press release: Embargoed 4<sup>th</sup> March 2010*

## Markinson extends CRM play with second acquisition

*Acquires CRM division of sales training business Acuere*

**Brisbane** – [Markinson](#), a specialist business software provider to small and mid sized businesses (SMBs) stepped up its expansions plans with its acquisition of the CRM arm of sales training business Acuere. This is the second CRM acquisition the company has made this financial year as it looks to rapidly increase scale and presence in the SMB business software market across Australia and New Zealand.

The deal, for an undisclosed sum, extends Markinson’s geographical reach into South Australia, with the addition of an office in Adelaide, and bolsters the company’s CRM capabilities, in particular within Sage SalesLogix and Microsoft CRM.

Founded over 17 years ago, Acuere specialises in helping organisations enhance performance and productivity through sales training and business tools (CRM). Its CRM business has undergone rapid growth in recent years and was awarded the Sage 2009 SalesLogix Customer Satisfaction Award.

Commenting on the deal, Ian Whiting, Markinson’s chief executive officer said, “Building out the CRM side of our business is a key focus as we look to extend our position in the SMB business software market. Acuere’s CRM arm provides a natural fit with our business, adding critical mass to our CRM capability and building upon our recent acquisition of Adexio.”

Whiting adds, “Our goal is to operate as one of the top providers of CRM solutions within Australia and New Zealand. Acquisitions, such as these, will play a pivotal role in our growth strategy as we look to aggressively increase scale and deepen our solutions suite.”

Acuere’s customers and staff will be transitioning to Markinson, with Greg Simmons, co-founder of Acuere, taking up a management role effective immediately.

“I’m delighted to be joining Markinson at such an exiting time,” says Simmons, adding “They are investing heavily in putting in place the people, solutions and infrastructure to support ambitious growth targets and I look forward to building upon their position in the CRM space.”

The acquisition leaves behind the sales training division of Acuere, which will continue to trade under the same brand name.

- ENDS -

## MEDIA CONTACT

Melissa Shawyer, Director, The PR Group +61 3 9662 2011

Zoe Staples, Marketing Manager, Markinson +61 7 33 680 888

## 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.com](http://www.markinson.com)