



markinson
BUSINESS SOFTWARE SOLUTIONS

Press release: 9 September 2009 **Markinson partners with PHOCAS**

Markinson are pleased to announce their new partnership with Business Intelligence software provider, PHOCAS, a pioneer in the ERP sector with a global reputation across Europe, North America and Australasia. The integration of PHOCAS technology into Markinson's established business software portfolio gives users greater access to sales data, providing intuitive tools to help deliver required sales and profitability targets.

Ian Whiting, CEO of Markinson said he is delighted to announce the partnership with PHOCAS, as it "provides customers with the flexibility they need to deploy Business Intelligence quickly, easily and cost effectively within their business operations".

"Markinson chose to partner with PHOCAS because of the natural synergies between our businesses and their markets," he adds, "this level of sector expertise ensures customers will benefit from a Business Intelligence solution which is quick and easy to install, is structured for their business, offers a lower total cost of ownership and provides a rapid return on investment".

"The PHOCAS solution has been applied perfectly within a number of our key sectors, and we're excited about the opportunities the partnership will bring" Stewart Irwin, Managing Director of PHOCAS Pty Ltd adds, "Markinson is a natural partner for PHOCAS. We understand the needs of our clients, who typically sell large ranges of products to large customer bases".

Whilst Markinson have been a leader the provision of business solutions in both wholesale and retail markets for some time, this new addition to their stable of products provides an even greater opportunity for their customers to benefit from the ability to identify the gaps in sales opportunities that usually get lost in the every day sales process.

"Our focus at Markinson is to help our customers achieve the best Return on Investment and sustained profitability," Mr Whiting said, "We know that each customer requires a different solution to achieve their business objectives. Some need out of the box solutions for fast implementations whilst others need a more bespoke approach. At Markinson we offer a range of solutions to meet all of our customer's needs".

ABOUT PHOCAS

PHOCAS is the world's leading simple Business Intelligence software for sales driven organisations who want a fast, out of the box solution to help drive business performance and profitability.

Quick and easy to install, PHOCAS is the only Business Intelligence tool that makes sales analysis genuinely simple.

[For more information on Markinson's business solutions please visit \[www.markinson.com.au\]\(http://www.markinson.com.au\)](http://www.markinson.com.au)



FOR EDITORS:

ABOUT MARKINSON

Markinson is a privately owned Australian company that provides business software solutions to wholesale distribution and retail businesses across Australasia. For more than 20 years, Markinson has pioneered a wide range of focused solutions which help customers achieve their business goals. The Company has revenues in excess of \$10m, and services over 250 customers throughout Australasia.

For more information please contact Zoe Staples, Marketing Manager on +61 7 3368 0888 or visit: www.markinson.com.au