

ACCPAC restructures Australian organisation for local growth and up-market ambition

ACCPAC Australia Pacific, Inc.*, a provider of end-to-end business management applications to the small and middle-market, today announced it has restructured its Australian/New Zealand channel and sales teams to bolster its commitment to its channel-only sales strategy. The move is also designed to boost ACCPACs already-successful bid to expand not only within its traditional SMB stronghold, but to dominate the mid-market with its integrated enterprise accounting and business systems.

The strategic move follows several major wins for ACCPACs integrated accounting, HR, CRM, e-commerce and warehouse management systems in Australia and New Zealand. It has this year scored major projects at The Australian Crime Commission, Chanel (Australia and New Zealand), Imerys and Monyx (Monash University), and also extended its successful partnership with The Melbourne Storm and Luv-a-Duck.

Martin McCaffery, formerly ACCPACs local sales director, has been appointed director of business development. He is now responsible for recruiting new channel partners focused on financial systems and general IT systems integration. Mr. McCaffery will also focus on recruiting partners knowledgeable in the CRM field to help boost revenue for the award-winning ACCPAC CRM customer relationship management solution.

Sydney-based Sascha Ambrose, formerly business development manager (Northern Territory), is now account manager Australia/New Zealand. He is chartered with driving ACCPACs channel sales strategy, managing the companys revamped partner programme for Australia/New Zealand, and assisting resellers with sales initiatives, training and product queries.

Meanwhile, Melbourne-based Kim Olson, formerly business development manager (Southern Territory), has been appointed strategic sales executive. She is tasked with helping the companys channel partners better service major customers and boost their revenues in the lucrative and fast-growing arena of integrated business systems. To this end, she will spearhead major sales drives into the regions larger organisations, helping to deliver larger, enterprise-level deals for ACCPACs channel partners.

* ACCPAC Australia Pacific, Inc. is part of ACCPAC International, Inc., a subsidiary of Computer Associates International, Inc.

About ACCPAC

ACCPAC International, Inc., a subsidiary of Computer Associates International, Inc. (NYSE: CA), provides small and mid-size businesses a broad range of end-to-end business management applications designed to enhance customers competitive advantage. Product lines include ACCPAC Advantage Series, ACCPAC Pro Series, ACCPAC HR Series, ACCPAC Business Analysis Suite, ACCPAC eTransact, ACCPAC Exchange, ACCPAC CRM, ACCPAC CRM Sales Team, ACCPAC Warehouse Management System, ACCPAC ePOS, ACCPAC Insight, Simply Accounting, FAXserve and ACCPAC Messenger.

Based in Pleasanton, Calif., USA, with offices in Australia (Sydney and Melbourne), Canada, India, Ireland, the Middle East, the Netherlands, South Africa, Southeast Asia and the United Kingdom, ACCPAC has more than 500,000 customers and more than 7,000 channel partners in more than 130 countries worldwide. For more information about ACCPAC and its products, call 1800 262 620 in Australia or visit ACCPAC at www.accpac.com, www.accpaconline.com.