



IPscape accelerates global expansion plans with new senior hires

Sydney, Australia 28 February 2011 - IPscape, the Australian cloud-based contact centre technology provider, has made two senior executive appointments to support the company's aggressive growth plans in Australia, the UK and Asia Pacific.

Emma Dart has been appointed Global Marketing and Strategy Director and Steve Roknic has been appointed General Manager, Strategic Alliances. According to Simon Burke, IPscape CEO, 2011 will be our watershed year with accelerated growth driven by an expanding executive team and extension of our proven alliance model.

Adding senior, experienced people like Dart and Roknic to our team is like adding a booster rocket for growth. I look forward to the acceleration!

Dart is a senior marketing executive with over 18 years global experience working for BT in the UK, Singapore and most recently as VP Marketing for BT Global Services Asia Pacific, based in Sydney. Dart was a key member of the team which last year secured Group investment to support BT's Asia Pacific expansion plan resulting in 300 new positions, new infrastructure and an expanded portfolio of services for the region.

Known as an innovation champion, Dart says the IPscape position is an innovator's dream role - a disruptive value proposition, global expansion in a high growth market and the opportunity to leverage my experience of building BT's Asia business.

The combination of cloud technology and social media is the next frontier for customer service, says Dart. It's an exciting time for a leading edge player like IPscape. Our plans capitalise on corporate emerging realisation of the cloud-and-social-media power for customer communication - rapidly building awareness and sales pipeline.

Roknic has over 40 years communications and customer contact experience in senior sales, network service outsourcing and alliance roles across Asia Pacific. Most recently, Roknic was Head of Business Operations Australasia for BT Global Services and, in a prior role based in Singapore, the business director for BT's largest Asian customer. Both roles incorporated client and commercial relationship management in Australia, Japan, Greater China, Korea, New Zealand, Malaysia, Philippines and Singapore.

IPscape has a proven partner model in the UK with a leading telecommunications provider. Using this model and my regional contacts, we are now proactively seeking innovative telecommunications and system integration organisations in the Asia Pacific region that want to deliver true cloud-based, leading edge customer communication solutions to their clients, said Roknic.

Dart and Roknic started in their roles in late January 2011.

ENDS

Photography of Dart and Roknic available at <http://www.ipscape.com.au/ourstories/media-photography> About IPscape IPscape uses modern cloud-based technologies to deliver a customer contact platform that can be operational in hours and adjusted to suit the minute-by-minute needs of the customer contact team. The IPscape solution is used predominantly in call or contact centres to alleviate issues around cost containment, speed to market, real-time insight & the integration of new communication channels such as social media. Clients include BT, Teleperformance, SP AusNet, Delfin Lend Lease and Northern Territory Government. More information from www.ipscape.com.au See how cloud based contact centres work on YouTube - <http://www.youtube.com/watch?v=CChjA2uSM1g>

Contacts

Annette Slunjski
02 4356 1520 or 0408 460 711
mailto: annette@lucidity.com.au