

## Markinson expands operations with CRM/BPM acquisition.

Signals more acquisitions in the near future.

Brisbane Markinson, a specialist business software provider to small and mid sized businesses (SMBs), today signalled the start of aggressive expansion plans with the acquisition of Australian & New Zealand CRM/BPM specialist, Adexio. Markinson is now considering further acquisitions this financial year to rapidly increase scale and extend its reach into new markets and countries.

The deal, for an undisclosed sum, adds over 200 business customers and additional offices in New Zealand. All Adexio management and staff will take up roles at Markinson.

Adexio specialises in Customer Relationship Management (CRM) and Business Process Management (BPM) solutions for organisations operating across a range of industries in Australia and New Zealand including Manufacturing, Distribution, Financial Services, IT Services, Medical Products, Government, Education, Hospitality, Procurement and Construction.

Commenting on the deal, Markinson CEO Ian Whiting said, the acquisition of Adexio supports our desire to increase market share in the SMB business software market by rapidly boosting scale through a combination of acquisition and organic growth.

Whiting points to Adexios product portfolio and team ethic as being key factors influencing their decision to acquire the business, adding that after a careful review of a number of companies, Adexio provided the best fit.

Extending our range of solutions in accordance with market trends is a fundamental element of our growth strategy. It also ensures our customers benefit from software innovations that help to maximise the potential in their own business, said Whiting.

Adexios range of CRM, BPM and service management solutions complement Markinsons existing product suite and allows the company to explore new revenue lines in new markets.

We have a growth strategy in place and central to this is building our reputation as a provider of quality solutions to satisfied customers. Our business objectives of integrating complimentary acquisitions, working well with partners and building extended solutions sets are all critical factors in achieving our growth targets this financial year, said Whiting.

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#### ABOUT MARKINSON

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

For more information: [www.markinson.com.au](http://www.markinson.com.au)