

Acquires IT services provider, Zeron

## Brisbane

Markinson, a specialist business software provider to small and mid sized businesses (SMBs) stepped up its regional expansion plans, announcing today its acquisition of New Zealand IT services provider, Zeron. The deal, for an undisclosed sum, is Markinson's third acquisition this financial year as the company looks to build upon its position in the Australian and New Zealand business software market for SMBs. Specialising in Sage SalesLogix, Zeron strengthens Markinson's position in the New Zealand CRM reseller market, bringing to the company an impressive deployment history with leading NZ customers such as Fletcher Aluminium, Healthlink, Nuplex and Woosh Wireless. Zeron's CRM credentials, technical expertise and strong customer focus were key factors influencing our decision to acquire the company, said Ian Whiting, chief executive officer, Markinson. Our business drivers are really focused around building brand presence and extending our customer landscape within Australia and New Zealand. This acquisition clearly assists with building our footprint in New Zealand, whilst enabling us to increase scale and broaden our skill sets. Zeron's customers and staff will be transitioning to Markinson, with Chris Trabing, founder of Zeron taking up a role effective immediately. I'm delighted to be joining Markinson and excited about the opportunity that being part of a bigger business presents. Markinson has a broad solutions portfolio and I'm keen to investigate the integration of those solutions with a CRM platform. I also recognise their clear vision for growth, and look forward to building upon their position in the New Zealand market, said Trabing. Markinson predicts revenues from their New Zealand operations to grow by 30-50 percent next financial year. The company has a strong client book, including Orb, Ministry of Womens Affairs, and Qualmark, Fletcher Aluminium, Healthlink, Nuplex and Woosh Wireless. Plans for expansion continue with Markinson investigating the opening of a third New Zealand office in Christchurch next year to better support the needs of its burgeoning client portfolio. New

Zealand is an important market for us and we are committed to investing in high quality people, solutions, services and infrastructure to deliver against the evolving needs of our clients and ultimately achieve long term success, said Whiting - ENDS -

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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)